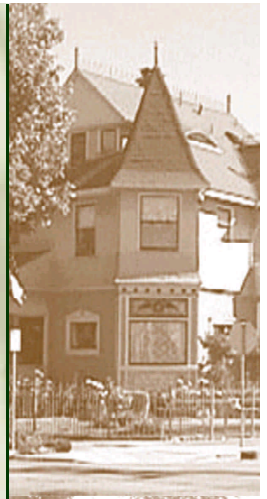


MARCH 2002

neighborhood improvement plan

Thirteenth Street



STRONG NEIGHBORHOODS INITIATIVE



T H I R T E E N T H S T R E E T

NEIGHBORHOOD IMPROVEMENT PLAN

Strong Neighborhoods Initiative

San Jose, California

March 2002

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Appendix A

Executive Summary

The Strong Neighborhoods Initiative (SNI) is a partnership of the City of San Jose, San Jose Redevelopment Agency, and the community to build clean, safe, and attractive neighborhoods with independent and capable neighborhood organizations.

This Thirteenth Street Neighborhood Improvement Plan is one of 22 plans being prepared or updated as the first step in the Strong Neighborhood Initiative process. Ultimately, all of these plan areas will be included in a single Redevelopment Project Area, and thus will become eligible for Redevelopment Agency and other funding and programs for neighborhood improvements. This Plan documents the community's objectives and priorities and provides guidance to the City, Redevelopment Agency and neighborhood stakeholders for implementation.

Plan Vision.

The revitalization of the 13th Street Neighborhoods will include protecting and enhancing neighborhood character, condition, appearance and safety, while ensuring the availability of neighborhood services and amenities, for a diverse and vital residential population.

Plan Goals.

- Goal 1. Retain the economic and cultural diversity of the neighborhood.
- Goal 2. Enhance the neighborhood fabric and quality of the existing residential resources.
- Goal 3. Improve and encourage vibrant and pedestrian-friendly neighborhood commercial areas in the 13th Street neighborhood.
- Goal 4. Reinforce the economic health and vibrancy of the Santa Clara Street Corridor that recognizes the city's vision as "Main Street" while protecting neighborhood resources adjacent to the corridor.
- Goal 5. Enhance the quality and accessibility of the park and open space resources recognizing that the neighborhood is under-served.
- Goal 6. Upgrade the public environment of the existing streets.
- Goal 7. Eliminate the traffic and public safety nuisances and visual blight from the existing railroad right-of-way
- Goal 8. Reduce the incidence of criminal activity especially in those areas where it contributes to blight in the neighborhoods.

- Goal 9. Improve City services so that maintenance and repair programs better meet the needs and particular conditions of the neighborhoods.
- Goal 10. Ensure that the public facilities will meet community needs.
- Goal 11. While recognizing their contribution to the city, minimize the adverse neighborhood impacts that arise from the concentration of social service providers.
- Goal 12. Reclaim the street environment so that it is compatible with the daily lives of the residents and neighborhood businesses rather than merely serving as conduits for through traffic.
- Goal 13. Manage parking on streets and within private development areas in the 13th Street neighborhoods so that parking for local residents and neighborhood businesses is improved .
- Goal 14. Implement physical improvements and increase public safety surveillance so that pedestrians can safely access their community resources and retain their sense of community.
- Goal 15. Provide enhanced public transit facilities and promote high-quality pedestrian environments rather than inaccessible automobile-dominated streets.
- Goal 16: Emphasize measures that result in desirable improvements to the neighborhood, resorting to penalties only as a last resort .
- Goal 17. Establish an on-going role and opportunity for the neighborhood associations and encourage community organization of local businesses.
- Goal 18. Assure appropriate sequencing of improvements and actions.

Plan Concepts

The Plan Concepts for the 13th Street Neighborhoods fall into three categories:

- ***Conservation and Development***
- ***Circulation***
- ***Public Environment***

Conservation and Development

This element focuses on the resources and assets of the individual property owners and residents within the neighborhood, their homes, businesses, and property resources. Two overall concepts emerged from the community in discussions:

- Strengthen neighborhood residential fabric.
- Support new, compatible residential and commercial development in focused, but limited, areas.

Circulation

This element focuses on movement along the public rights-of-way within the neighborhood and specifically looks at various modes of transportation including vehicles, transit, pedestrian, and bicycle. The two primary concepts of this element that emerged in the planning process were:

- Limit regional and inter-community vehicular trips through the 13th Street neighborhoods.
- Promote safe residential neighborhood streets.

Public Environment

This element focuses on the design character and quality of the publicly owned facilities in the neighborhood, including the street environment (roadways and sidewalks), public facilities such as the parks, schools and library, and community services that are directed to managing these resources. It also addresses the community services with responsibilities for neighborhood safety and security.

The key concepts regarding the Public Environment articulated by the NAC and the community at large, which are reflected in the plans that follow, include:

- Improve the streetscape, lighting and other elements of the public environment in key neighborhood centers.
- Provide improved pedestrian connections throughout the neighborhood.
- Create a unique physical identity for the area.
- Improve parks, library and schools.
- Preserve San Jose Medical Center or equivalent downtown medical services.
- Increase neighborhood safety and security.

“Top Ten” Priority Actions

The NAC identified the following top ten priority actions for the 13th Street Neighborhood:

1. Convert One-Way Streets (3rd, 4th, 10th, 11th, Julian and St. James) to Two-Way Residential Streets
2. Implement 13th Street Mixed Use Neighborhood Business Corridor Redevelopment between Jackson Street and U.S. 101
3. Design and Implement 13th Street Streetscape Improvements between Empire Street and U.S. 101 (including Old Oakland Road)
4. Implement Traffic Calming Improvements and Increase Traffic Enforcement

5. Implement Pedestrian Corridor Enhancements on Primary Pedestrian Corridors
6. Ensure the Availability of Full-Service Hospital Facilities, Particularly Trauma Center Services, within the Greater Downtown
7. Increase Code Enforcement Activities Regarding Residential Property Maintenance
8. Renovate Backesto Park
9. Implement Bicycle Route/ Trail Improvements along Coyote Creek and in an East-West Corridor to Link Coyote Creek and the Guadalupe River Park
10. Encourage Infill of Small Residential Vacant Lot Infill with Historic Buildings or Appropriately Scaled and Designed Projects that Maintain the Character of the Neighborhood

Introduction

Purpose of the Plan

The Strong Neighborhoods Initiative (SNI) is a partnership of the City of San Jose, San Jose Redevelopment Agency, and the community to build clean, safe, and attractive neighborhoods with independent and capable neighborhood organizations.

The City and Redevelopment Agency have committed funds to the Strong Neighborhoods Initiative effort, and this planning process is an outgrowth of that commitment. This planning study concerns the 13th Street Neighborhood, which is comprised of areas represented by four neighborhood associations: Northside Neighborhood, Hensley Historic District, Julian/St. James, and Horace Mann.



Figure 1.1
San Jose / Bay Area Context

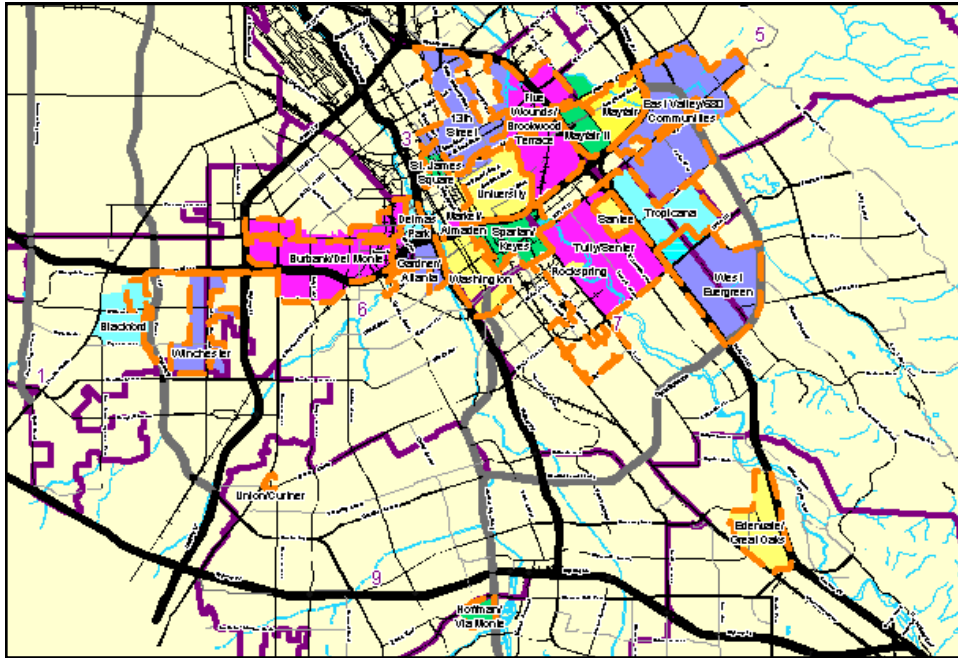


Figure 1.2
13th Street Area and other SNI Areas

This Thirteenth Street Neighborhood Improvement Plan is one of 22 plans being prepared or updated as the first step in the Strong Neighborhood Initiative process. Ultimately, all of these plan areas will be included in a single Redevelopment Project Area, and thus will become eligible for Redevelopment Agency and other funding and programs for neighborhood improvements. This Plan documents the community's objectives and priorities and provides guidance to the City, Redevelopment Agency and neighborhood stakeholders for implementation.

A Neighborhood Advisory Committee (NAC) of approximately 25 members was appointed by Councilperson Cindy Chavez to represent the neighborhood in this planning process. Beginning in late summer 2000, the NAC began meeting to discuss concepts for the future of the neighborhood. Through over a dozen meetings of the NAC and three area-wide community meetings, the plan took shape. Aided by BMS Design Group (consulting planners and designers) and City staff, the NAC articulated their goals, visions and ideas for the future of the neighborhood.



Figure 1.3
13th Street Neighborhood Area

Plan Organization

This plan for the 13th Street Neighborhood has several components:

Background: This first section of the report briefly describes some key characteristics of the neighborhood.

Community Vision and Goals: The NAC with the input of the wider community discussed at length a vision and a set of goals and objectives for this plan. These have guided the development of plan elements, and serve as an evaluation tool for the importance and priority of the various proposals made in this plan.

Improvement Concepts: This section includes all of the plan proposals for the 13th Street Neighborhood. These range from traffic and parking measures, to street tree planting programs, to potential private sector development projects for specific sites. This chapter includes three elements: Conservation and Development, Circulation and Public Environment.

Action Plan: This plan element reflects the issues and needs described in the Improvement Concepts Chapter, and translates them into individual “action items.” Action items are discrete, feasible activities that, alone or in combination with other action items, will implement or achieve the community’s goals and objectives. The Action Plan consists of detailed descriptions of the action items that are the community’s top ten priorities, plus a matrix which includes all of the community’s action items, with priorities, responsibilities, costs where possible and potential funding sources identified. The Action Plan will be the blueprint for decision-makers, community organizations and individuals to implement the community’s concepts for the 13th Street community.

Planning Process

The planning process for the 13th Street Neighborhood Revitalization Plan was dependent upon the hard work and commitment of the NAC and community. During a period of nearly one year, neighborhood residents, business owners, tenants, and property owners participated in discussions and work sessions designed to articulate goals, priorities and actions aimed at the overall improvement of the 13th Street neighborhood.

Included in the process were:

NAC Meetings

The NAC met over a dozen times, generally once a month, to discuss the neighborhood. Among the topics discussed were:

- Neighborhood Assets, Issues and Opportunities
- Goals for the Future of the 13th Street Neighborhood
- Specific Ideas for Improvements
- Plans and Programs
- Action Plans and Strategies

The NAC meetings included round table discussions, visioning sessions on several topics and subareas of the plan, and also provided a forum for City staff and representatives of agencies such as the Valley Transportation Authority (VTA) to come and brief the community about ongoing plans and programs.



Figure 1.4
NAC Meetings

Community Meetings

Three community meetings were held to gain insights into the issues and thoughts of the broader community. These meetings were conducted in a participatory format to allow community members opportunities to express their views on many of the same issues that were raised and discussed by the NAC. These meetings were very well attended, with an average of 70 people at each; Mayor Ron Gonzales attended and participated in the second of these meetings, and Councilperson Cindy Chavez or her staff were participants in all meetings.



Figure 1.5
Community Meetings

Ongoing Outreach

Throughout the planning process various City staff, particularly with Parks, Recreation and Neighborhood Services, as well as those with the Department of Planning, Building and Code Enforcement, Redevelopment Agency, San Jose Police, and Department of Transportation provided ongoing information and support to community members in response to concerns and issues raised in meetings. This outreach lays an important foundation for the future implementation of the plan in the months and years to come.

Background

The 13th Street Neighborhood is a downtown community that includes four residential neighborhoods with active neighborhood associations as well as two business districts, East Santa Clara Street and North 13th Street. The Northside Neighborhood Association is the oldest neighborhood association in San Jose, celebrating its 35th year anniversary this past June 2000. The Julian/St. James and Horace Mann neighborhoods are comprised of older homes rich with character and heritage. The Historic Hensley District is listed on the National

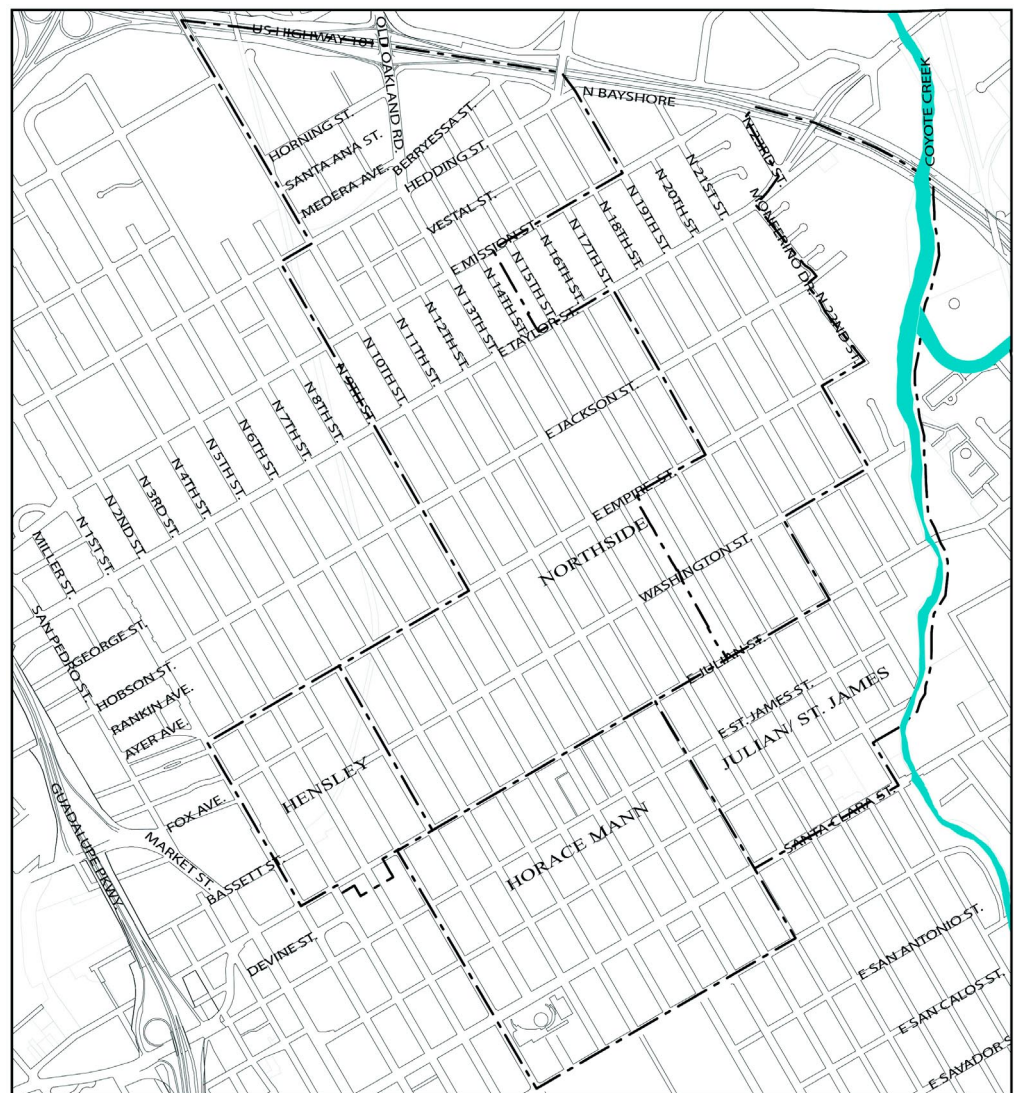


Figure 2.1 **Neighborhood Associations within 13th Street Neighborhood Area**

Register of Historic Places as a result of its large concentration of Victorian homes. Many community members are longtime residents.

The 13th Street study area is generally bounded by U.S. 101 on the north, Coyote Creek on the east, San Fernando and East Santa Clara Streets on the south, and an area varying between North First Street and North 10th Street on the west. It lies immediately adjacent to downtown San Jose, to the north and slightly east of the core of the downtown, and is bordered by Japantown to the west, the University neighborhood immediately to the south, and Five Wounds/Brookwood Terrace to the east.

Existing Land Use and Regulatory Environment

Existing Land Use

As noted in Figure 2.2, the 13th Street Neighborhood is comprised of large residential areas and limited zones of commercial and industrial uses.

Residential uses are found throughout the neighborhood, including in the commercial and industrial zones, indicating the transitions in use that have affected the neighborhood throughout its history. Residential uses range from single family, one or two story homes, to multi-family complexes, with the predominant land area being dedicated to single family homes.

Commercial uses are scattered throughout the neighborhood, but are most focused on either East Santa Clara Street or North 13th Street between Hedding Street and Jackson Street. Commercial uses are found scattered throughout the residential and industrial areas as well; in some cases thriving, as with the corner of Julian and 17th, and in other cases, appearing marginally successful.

Light industrial uses are found primarily in the northern area of the neighborhood, north of Hedding and east and west of Old Oakland Road. However, many light industrial uses – particularly auto repair, parts, and salvage – are found on North 13th Street between Hedding and Jackson, and scattered elsewhere, even in otherwise residential areas.

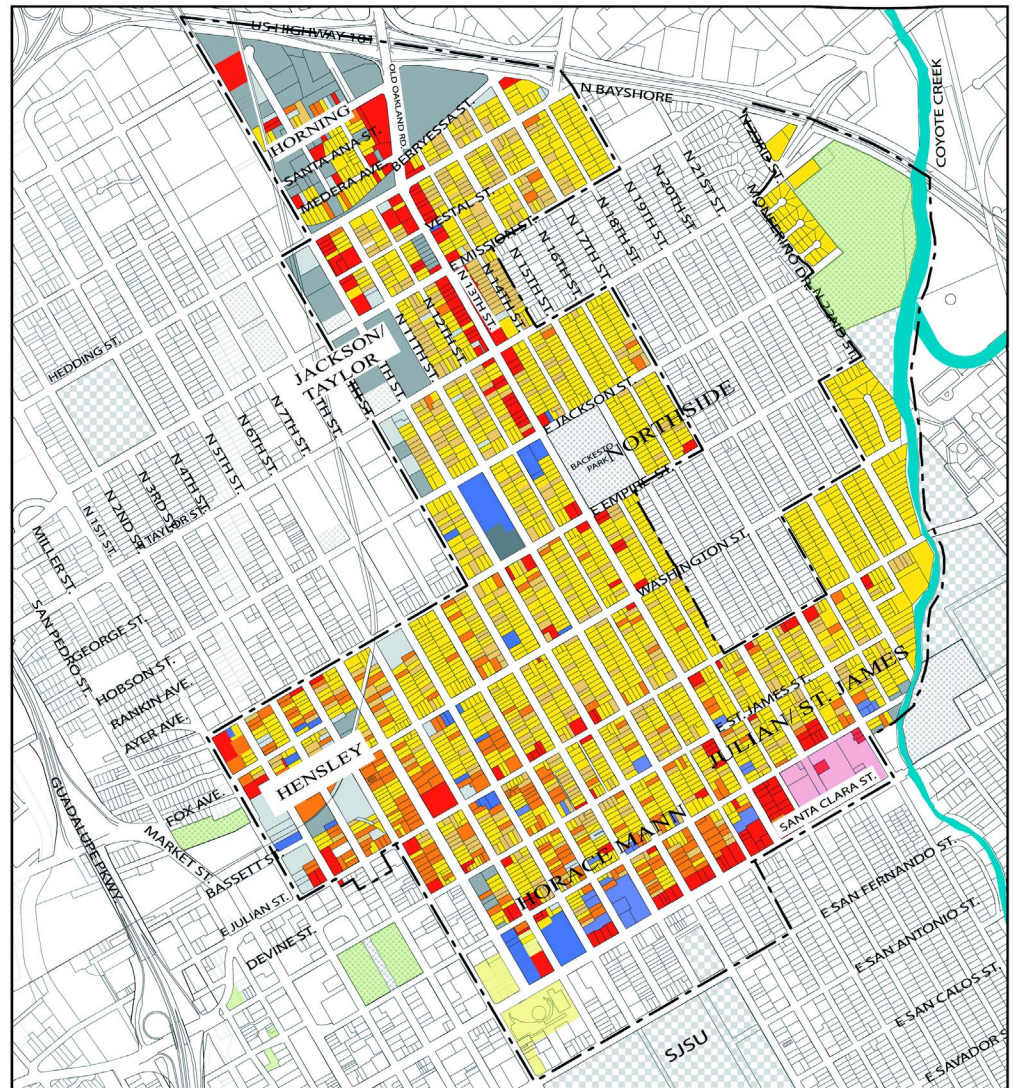
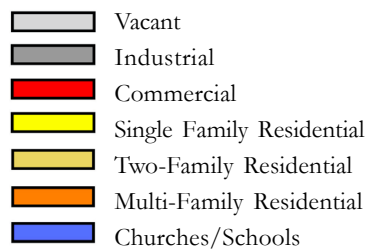


Figure 2.2 Existing Land Use



General Plan Designations

The City of San Jose's General Plan, San Jose 2020, provides guidance for planning within the study area. The most predominant land use designation in the General Plan for this neighborhood is Medium Low Density Residential, which allows up to eight dwelling units per acre (du/ac). This land use encompasses approximately seventy percent of the total land in the 13th Street Neighborhood. The next most prevalent land use is Medium Density Residential (8-16 du/ac). Medium High Density Residential which includes 12-25 du/ac is found in more limited areas. Limited amounts of High Density Residential and Transit Corridor Residential are also found.

The Jackson-Taylor Planned Residential Community (PRC), located to the west and partially in the 13th Street Neighborhood, includes High Density Residential (25-50 du/ac), Medium High Density Residential (12-25 du/ac), Light Industrial, Mixed Use 1, 2, 3 and a Neighborhood Business District Overlay. It is an 80-acre, pedestrian-and transit-oriented community with a buildout capacity of approximately 1,675 dwelling units, 107,000 square feet of retail space, and 459,000 square feet of office uses, and a light industrial area

A Mixed Use Overlay, with no underlying land use designation, which allows medium density residential (12-25 du/ac) and General Commercial is located along 13th Street between Jackson and Hedding Streets.

The Light Industrial land use designation covers the northern region of the neighborhood, specifically at the northwest corner of Old Oakland Road and Hedding Street with permitted operations including warehousing, wholesaling, and light manufacturing

Public/Quasi-Public uses are generally devoted to Public Schools and Parks uses within the Neighborhood study area. The largest such use includes the Grant Elementary School and Joyce Ellington Branch Library which is located in the center of the neighborhood, near Backesto Park. Two additional parks will be added when the Jackson-Taylor PRC is developed.

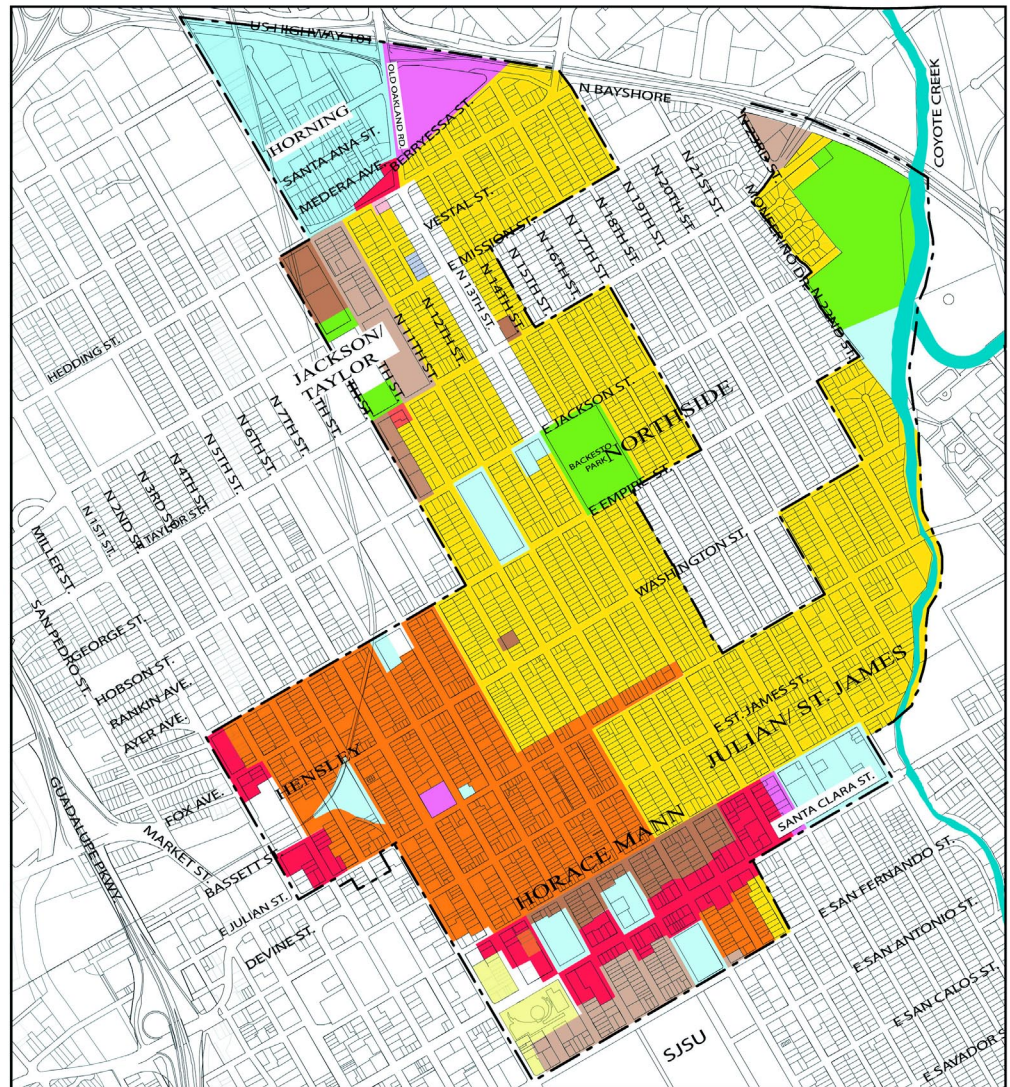











Figure 2.3 General Plan Land Use

- | | |
|---|--------------------------------|
|  | Light Industrial |
|  | Combined Industrial/Commercial |
|  | General Commercial |
|  | Low Density Residential |
|  | Transit Corridor Residential |
|  | Medium Density Residential |
|  | High Density Residential |
|  | Public/Quasi-Public |
|  | Public Park/Open Space |

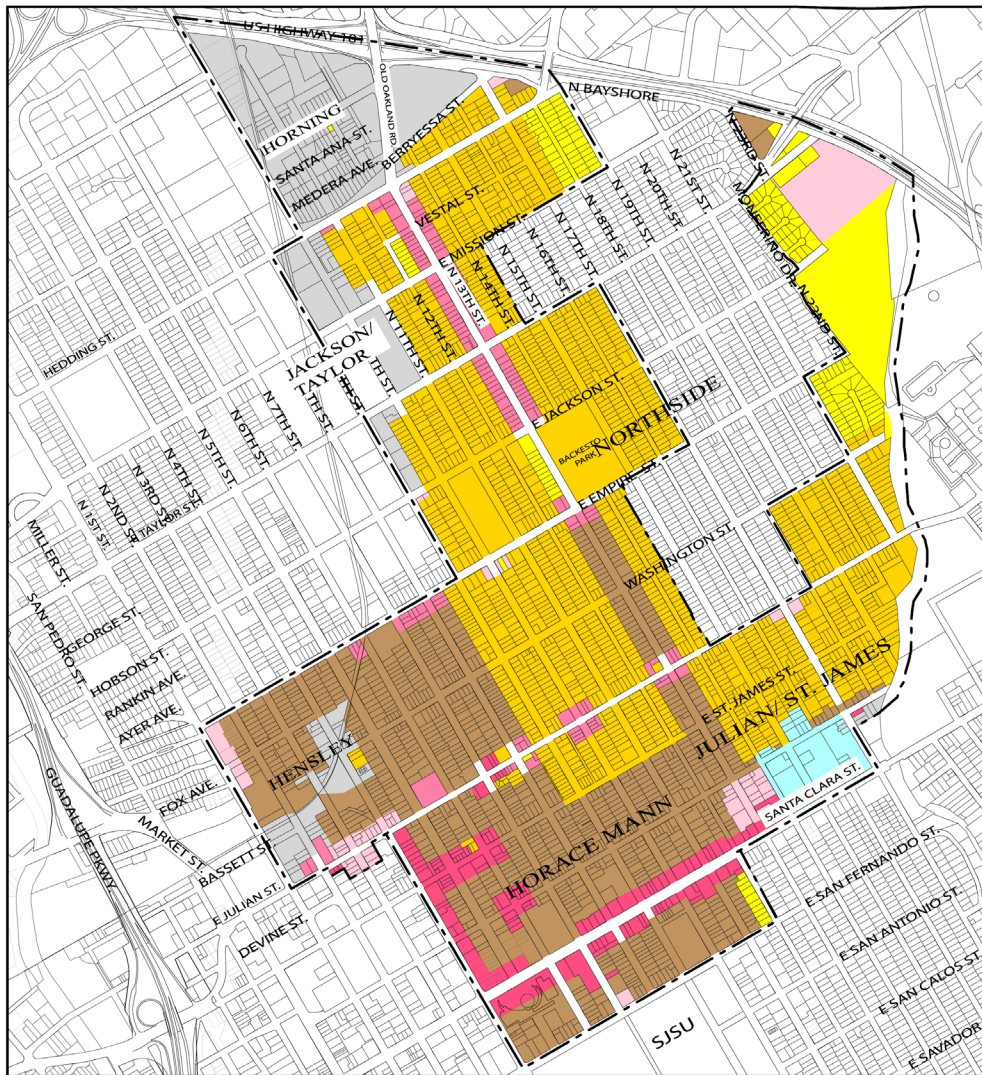











Figure 2.4 Existing Zoning

- | | |
|---|----------------------------------|
|  | M-1: Light Manufacturing |
|  | A (PD): Planned Development |
|  | R-1: One-Family Residential |
|  | R-2: Two-Family Residential |
|  | M-3: Multiple-Family Residential |
|  | C: Professional Office |
|  | C-1: Neighborhood Commercial |
|  | C-2: General Commercial |
|  | C-3: Regional Commercial |

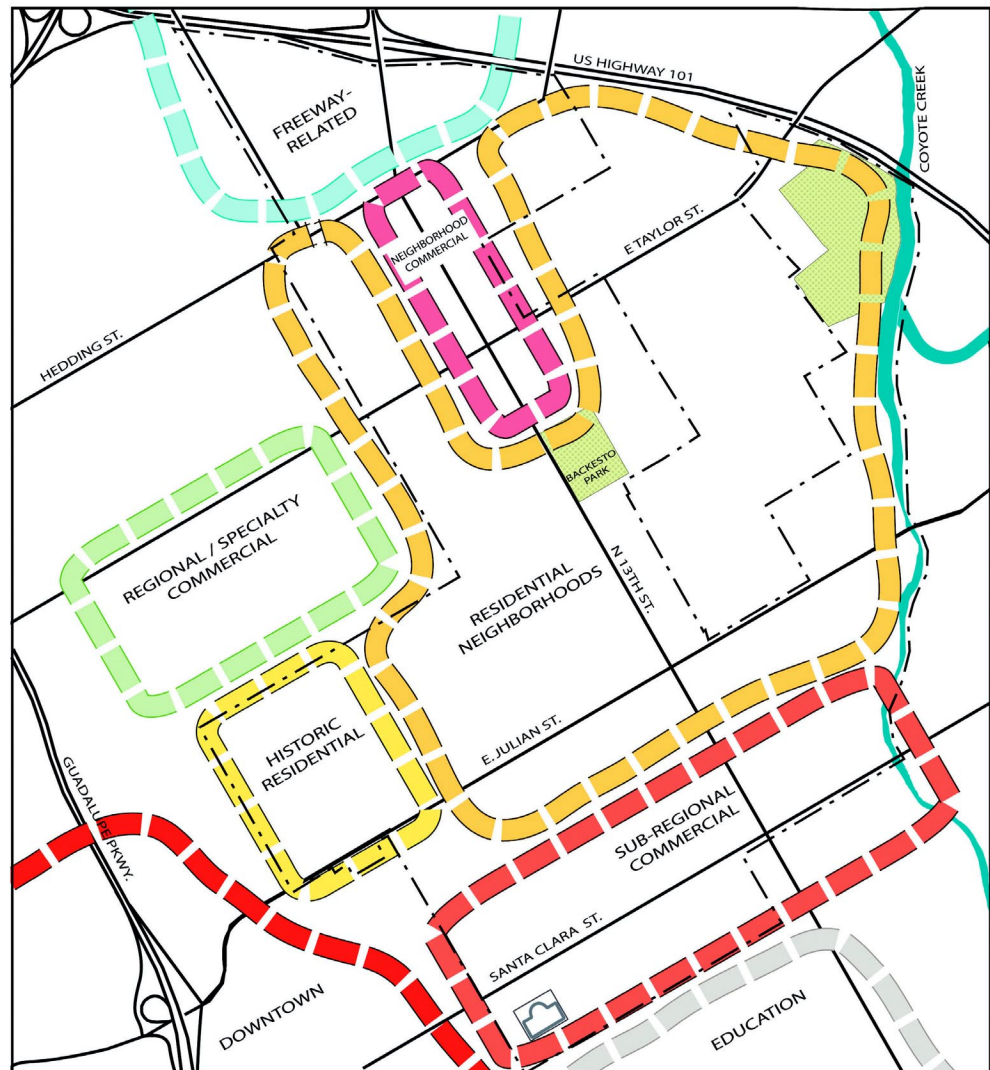


Figure 2.5 Generalized Uses within the Study Area

Demographic and Economic Trends

The following is a brief overview of the demographic and economic trends that are most relevant to the revitalization of the 13th Street Neighborhood. Although this trends analysis covers the entire neighborhood, it has become clear from community input gained in NAC meetings and community workshops, that the three-block section of North 13th Street between Jackson Street and Hedding Street (“the North 13th Street commercial corridor”) is the single most important part of the neighborhood to focus on in terms of formulating a property redevelopment strategy. (Demographic data is from the 1990 Census and 2000 Claritas, which provides an estimate/update based on the 1990 Census. Home sales data is derived from CAR (California Association of Realtors.)

Demographic Overview

Population, Households, and Age

The total population of the neighborhood is estimated to have increased by 17 percent since 1990, and currently is home to almost 21,000 residents. This rate of population growth is significantly higher than that experienced by the City overall, which posted a population gain of approximately 13 percent during the past decade. The rate of household growth since 1990 was also greater in the neighborhood than in the City, with the neighborhood experiencing almost 22 percent growth in households compared to the City’s 16 percent. Household sizes increased in both the neighborhood and the City during the past decade, but at an average of 3.03 persons per household in the neighborhood remained smaller than the average size of 3.27 for the City in 2000. The current median age of residents in the neighborhood is only slightly younger than that for the City, with both around 33 years.

Income

Real income levels in the neighborhood are lower than in the City, and have actually lost ground in the past decade, on both a household and per capita basis. Whereas median household and per capita incomes for the City have both increased by 17 percent since 1990, in the neighborhood they have increased by only approximately 10 and 7 percent respectively. According to both income measures, residents of the neighborhood have less than two-thirds the earning power of residents in the City as a whole. The neighborhood’s median household income in 2000 was almost \$42,000 and the per capita income was \$17,000.

Race/Ethnicity

Hispanic residents constitute the neighborhood's majority ethnic group, accounting for over 67 percent of the total population in 2000. This is more than two times the proportion of Hispanics represented by the total citywide population, which is estimated to be 33 percent of Hispanic origin. The neighborhood's Hispanic population grew at a slightly lower rate than that of the City as a whole. In contrast, the neighborhood's Asian/Pacific Islander population grew at a slightly higher rate than that of the City, but this racial group constitutes a smaller share of the resident population in the neighborhood than in the City. Asian/Pacific Islanders make up only 17 percent of the neighborhood's population, but account for almost 25 percent of the citywide population in 2000.

Education

The level of educational attainment of neighborhood residents age 25 and older has not changed significantly since 1990. Approximately two-thirds (66 percent) of this population have progressed as far as high school graduation, one-quarter (23 percent) have received some amount of post-secondary education, and the remainder (11 percent) have received a college degree or higher. In the City, the proportion of residents that have attained a college degree or higher has increased substantially, up from 25 percent in 1990 to 34 percent in 2000, although the proportion that have had some post-secondary schooling has decreased from 31 percent to 22 percent.

Housing Stock and Tenure

Vacancy rates for residential units have remained essentially unchanged since 1990, with the neighborhood posting 5 percent of units vacant, and the City 3 percent. Although housing tenure trends have not changed much in the past decade, the neighborhood and City differ significantly from one another. The City as a whole is much more strongly owner-occupied at 62 percent than the neighborhood, which shows only 32 percent owner-occupancy.

Home sales prices have appreciated at a greater rate in the 95112 zip code – the zip code that best approximates the boundaries of the neighborhood – in the past decade than they have in the City overall. Between 1991 and 2000, the median home sales price per square foot in the neighborhood has increased by 47 percent in real dollars, compared to 35 percent for the City. Although the current median sales price of \$337,000 in the neighborhood still lags considerably behind the citywide median of \$398,000, the per-square foot median sales price in the neighborhood has surpassed the citywide median since 1991. Assuming that monthly mortgage payments would not exceed one-third of

household income, a median sales price of \$337,000 implies an average household income ranging between \$65,000 and \$72,000 (not including down payment, mortgage insurance and points). Since the neighborhood median household income is \$42,000, the home sales trend illustrates a clear mismatch between residents' incomes and the local housing market forces. If home sales prices continue to outpace household incomes in the neighborhood, it seems possible that renters currently living in single-family units could be gradually squeezed out of the local housing market as landlords take their units off the rental market and convert them to owner-occupied units.

Vehicle Ownership

Because a constrained supply of parking in the neighborhood has been mentioned as an area of concern to community members, it is important to have a clearer understanding of the vehicle ownership patterns in the neighborhood compared to the City as a whole. According to an analysis of registered vehicles as reported by the state Department of Motor Vehicles, the rate of vehicle ownership in the 95112 zip code is 1.61 per household, compared to a citywide average of 1.90 per household. Although this lower rate of vehicle ownership could theoretically be attributed to relatively smaller household sizes in the neighborhood, an analysis of per capita vehicle ownership bears out the finding that neighborhood residents seem to be less auto-dependent than residents of the City as a whole. The neighborhood averages 0.54 registered vehicles for each resident versus 0.61 for the city overall. The perception that there are an inordinate number of vehicles in the neighborhood may have more to do with over-capacity residential rental units, where housing prices have forced lower-income households to double up in order to afford current rental rates.

Consumer Expenditures and Supportable Retail Space

Neighborhood households currently spend an estimated \$251 million each year on various goods and services. In order to determine how much retail space the neighborhood could realistically support, an analysis of consumer expenditures must first break down consumer spending patterns into more specific categories. For the purposes of this analysis, four areas of consumer spending have been focused on: grocery, clothing, household goods, and general merchandise. Annual spending in these four categories totals approximately \$110 million, and accounts for almost 44 percent of total annual consumer expenditures. As shown in the table below, using a set of assumptions about sales capture rates and sales volumes per square foot of floor space, it is possible to estimate the total amount of retail space that could reasonably be supported by the consumer expenditures of neighborhood residents.

Expenditure Category	Annual Aggregate Expenditures	Capture Rate	Dollars Captured	Sales per Square Foot	Total Supportable Square Feet
Grocery	\$34,539,809	80%	\$27,631,847	\$300	92,106
Clothing	\$26,196,401	10%	\$2,619,640	\$175	14,969
Household Goods*	\$18,003,787	5%	\$900,189	\$150	6,001
General Merchandise**	\$31,452,842	10%	\$3,145,284	\$200	15,726
Subtotal	\$110,192,839	31%	\$34,296,961	\$266	128,803

Source: Claritas, 2001

*Includes household textiles, furniture, appliances, floor coverings, and home computer hardware/software.

**Includes housekeeping supplies, non-prescription drugs, smoking products, personal care products, TV/radio/sound equipment, reading materials, and photographic equipment.

Figure 2.6 Consumer Expenditures

As the analysis shows, an estimated 92,000 square feet of grocery space could potentially be supported by the consumer expenditures of neighborhood residents. Business records from Dun and Bradstreet indicate that in 1998 there were approximately 30 grocery stores and food markets within a one-mile radius of the North 13th Street commercial corridor, most of which appear to be independently owned and relatively small. The current commercial lot pattern along North 13th Street consists primarily of 0.13-acre parcels with approximately 2,500 to 3,000 square feet of floor space on the ground floor. If all 30 of these markets averaged 3,000 square feet of floor space, they would account for almost the entire allotment of supportable grocery square footage. A next step in analyzing the potential demand for a supermarket anchor tenant in the area would be to carry out a competitive analysis of the area markets using updated business records. Although there are theoretically enough markets to serve the resident population at present, what the above analysis does not explore is whether these smaller markets are providing the types of goods that residents want at a price they can afford. A competitive analysis would provide a more accurate quantification of the square footage and sales volume figures represented by these markets, and would more accurately categorize them according to the types of goods that they sell.

Business/Commercial Patterns

As shown in Table 2.7, the North 13th Street commercial corridor is typified by a significant number of auto-related retail and service businesses. Also present in significant numbers are various small retailers providing a wide range of consumer goods and services, including groceries and liquor, food and drink, flowers, hardware, and lodging.

Business Type	Number of Firms	Percent of Total
Agricultural & Manufacturing	8	8%
Wholesale	5	5%
Retail Food/Groceries	22	21%
Retail Durable	13	13%
Retail Services	18	17%
Auto Repair Services	14	14%
Commercial Property	23	22%
Total	103	100%

Source: San Jose Downtown Association

Figure 2.7 Business/Commercial Patterns

The primary commercial concentrations along the North 13th Street commercial corridor are at the intersections with Jackson, Taylor, and Mission Streets. The Jackson Street node is primarily characterized by Rollo's Donut shop and Backesto Park. The Taylor Street node has a very strong retail presence on the western side of the street, with El Sol Market and Vision Graphic. The identity of the Mission Street node is less well defined, as this intersection seems primarily characterized by auto-related uses that do not capitalize on the high visibility and traffic flow afforded by this prime commercial frontage. Key retail businesses in the corridor that seem to be established and flourishing include:

- Rollo's Donut
- El Sol
- Squires Lumber
- Hedding Inn
- Yamaha
- Cesar's Flowers
- Artista Salon

Planned Projects

San Jose is a vital, evolving city with a population of almost 900,000. It has enjoyed enormous success in the last twenty years in revitalizing what was a virtually deserted downtown into the “Capital of Silicon Valley”.

The San Jose 2020 General Plan defines five key areas within the City as “Special Strategy Areas. These areas include the Downtown Core and Frame Areas, and Transit Oriented Development (TOD) Corridors. The City’s Downtown Strategy Plan, Strategy 2000, guides development in the downtown Core Area and the Frame Area, and the neighborhoods that surround it, including much of the 13th Street neighborhood.

Strategy 2000 outlines plans for the continuing development of downtown San Jose. It addresses issues such as economics, transportation, urban design, landscape and historic resources. The immediate adjacency of the 13th Street Neighborhood to the downtown means that it is directly affected by the downtown. Highest priority recommendations of the Downtown Strategy Plan include:

- Development of retail in the greater downtown
- Housing development, with an emphasis on high densities, overall 20 percent of which is affordable
- Completion of the Guadalupe River and Los Gatos Creek Parks
- Develop parking resources and alternatives
- Provide streetscape improvements such as lighting, planting, paving and street furniture to improve the public realm
- Expansion of San Jose Convention Center.

Transit Oriented Development Corridors, as previously mentioned, are also defined by the City’s General Plan, and include East Santa Clara Street, which falls near the southern boundary of the 13th Street study area. A light rail transit (LRT) line is planned for this corridor in the near future. Bay Area Rapid Transit (BART) will also serve San Jose, entering the downtown from the east via either Santa Clara Street or San Fernando Street. In these transit oriented corridors higher density development that will be mutually supportive with transit facilities is encouraged, development types and patterns that do not support transit are not.

There are many projects either planned or in progress in the 13th Street Neighborhood or its vicinity that are worth noting. These include:

Major Redevelopment Projects

New San Jose Civic Center Project

- Civic Plaza
- Parking Structure
- Joint Library Project (SJSU Campus)
- Planned Symphony Hall
- Historic house-moving

Specific Plan

Jackson Taylor Residential Strategy

- 1677 Residential Units
- 100,000 SF Retail
- 500,000 SF Office
- 10.5 AC Parks

Transit Projects

- Santa Clara/Alum Rock Light Rail Corridor
- BART to Downtown San Jose

Streets and Public Works Projects

- Downtown Access Study
- Oakland Road Widening Project
- East Santa Clara Streetscape Improvements
 - Pedestrian street lights, curbs and paving
- Hensley Historic District Streetscape Improvements
 - Historic street lights, street trees, and historical markers

Other District Projects

- Joyce Ellington Branch Library Expansion
- Horace Mann Elementary School Reconstruction

Community Vision and Goals

In the process of developing the 13th Street Neighborhood Improvement Plan, the NAC discussed their vision, goals and objectives for the neighborhood. Community members and the NAC were united in their commitment to their neighborhood and to participating in its ongoing revitalization. A statement prepared by the NAC articulates the overall vision for this neighborhood:

Vision for Revitalization

Revitalization of the 13th Street Neighborhood will include protecting and enhancing neighborhood character, condition, appearance and safety, while ensuring the availability of neighborhood services and amenities, for a diverse and vital residential population.

Following extensive discussion over several months, a set of goals and initial objectives to achieve them were crafted by the NAC. These were then ratified by the community in an area workshop.

The goals and objectives have helped shape the recommendations of the Plan. Many of the goals and objectives have been reflected in specific actions and projects. While all of the goals and objectives should be used as a reminder of the aspirations of the community, and as a measure of future success, the community may wish to review them from time to time for the translation into additional Action Items.

13th Street Neighborhood Goals and Objectives

Goal 1. Retain the economic and cultural diversity of the neighborhood.

Objectives:

- 1) Preserve existing stock of housing including affordable rental housing. Ensure that any new programs do not jeopardize the ability of renters to remain in their homes.
- 2) Increase ownership opportunities for existing, long-term renters (e.g. low-interest loans and rent-to-own programs).
- 3) Tailor programs to finance private improvements that meet the needs and economic capabilities of the existing residents.
- 4) Provide opportunities for new affordable housing.

Goal 2. Enhance the neighborhood fabric and quality of the existing residential resources.

Objectives:

- 1) Assure that new development is compatible with each neighborhood's scale, character, and architectural heritage.
- 2) Minimize displacement of existing housing including rental housing, and ensure that the concerns of displaced tenants and neighbors are addressed.
- 3) Encourage the preservation and architectural integrity of existing older homes and buildings through, compatible conversions, and responsible management of these existing resources.
- 4) Increase code enforcement to improve safety and appearance of neglected houses and apartment buildings.
- 5) Encourage the infill of new residential development with a strong affordability component on the vacant lots in the neighborhoods.
- 6) Reduce the impact of incompatible adjacent uses.
- 7) Existing legal, non-residential uses on residential streets should be encouraged and/or required, as appropriate, to operate in a manner that is consistent with their surrounding residential environment, curtailing noise, odor, litter, and the storage of business related vehicles on public streets, front setback areas, sidewalks, etc.

Goal 3. Improve and encourage vibrant and pedestrian-friendly neighborhood commercial areas in the 13th Street neighborhood.

Objectives:

- 1) Encourage the transformation of 13th Street from Backesto Park to Hedding Street to a well-designed and attractive neighborhood-serving retail street.
- 2) Reduce the number of alcohol sales establishments in the neighborhood.
- 3) Recognize the distinct role of the development opportunities at Oakland Road as a gateway to the neighborhood.
- 4) Encourage the upgrading of the historic building resources that contribute to the neighborhood character.
- 5) Encourage appropriately-scaled and well-designed infill development.
- 6) Support the existing neighborhood-serving businesses by tailoring programs to finance private improvements.
- 7) Support the pattern of small retail nodes (e.g. along Julian, St. James, and Empire Street) that contribute to the neighborhood identity and provide pedestrian convenience.
- 8) Promote economic development opportunities for residents of the area.
- 9) Consider the economic viability of the proposed mix and intensity of uses recognizing that increased density will likely contribute to success of neighborhood-serving uses.

Goal 4: Reinforce the economic health and vibrancy of the Santa Clara Street Corridor that recognizes the city's vision as "Main Street" while protecting neighborhood resources adjacent to the corridor.

Objectives:

- 1) Capture the greatest potential support for local businesses from the projected BART and light rail projects while minimizing the potential disruptions or impacts to their on-going operations.
- 2) Minimize the physical presence of the potential BART extension under alternatives review so that the potential station planned between 4th and 6th Streets will not serve as a major parking reservoir for the system or as a major destination of intrusive automobile traffic.
- 3) Use the VTA's planned Downtown/East Valley project as a catalyst for upgrading the streetscape and commercial environment of the street.

- 4) Work to retain emergency medical services convenient to the downtown and its neighborhoods.
- 5) Identify suitable development opportunities in the corridor for reuse and clarify jurisdictional responsibilities for implementation.
- 6) Monitor the civic center projects and other downtown development projects to be sure that they are sensitive to the neighborhood issues and compatible with the existing fabric of the neighborhoods.

Goal 5. Enhance the quality and accessibility of the park and open space resources recognizing that the neighborhood is under-served.

Objectives:

- 1) Refurbish the existing parks and facilities to increase their safe use and attractiveness.
- 2) Add suitable neighborhood-serving recreational facilities to provide alternatives to unsafe use of the streets by children.
- 3) Inter-connect the existing resources into a citywide network.
- 4) Complete the multi-purpose trail planned for the Coyote Creek corridor.
- 5) When opportunities arise, augment the existing parks with small-scale but well-distributed new neighborhood-serving mini-parks.
- 6) Provide enhanced maintenance of the park and recreation facilities.
- 7) Consider railroad rights-of-way for open space opportunities.

Goal 6: Upgrade the public environment of the existing streets.

Objectives:

- 1) Identify areas for strategic enhancements to sidewalks, landscaped medians, and pedestrian-scaled street lightings and street furnishings
- 2) Add to community identity with appropriate gateways, entries, and neighborhood signs.
- 3) Encourage the removal of billboards along 13th Street and in the neighborhood.
- 4) Take advantage of opportunities to underground overhead utilities at key locations in the neighborhoods.
- 5) Take measures to remove blighted conditions from the alleyways along Julian and St. James Streets.
- 6) Promote programs that add appropriate street trees throughout the neighborhoods (including programs tailored to rental housing) and increase the frequency of trimming.
- 7) Install unique features to promote the character of neighborhoods and sub-districts.

- 8) Select new street light fixtures that are cost effective and provide a “white-light” color.

Goal 7: To the extent possible, eliminate the traffic and public safety nuisances and visual blight from the existing railroad right-of-way.

Objectives:

- 1) Provide for ongoing cleanup of dumped materials debris.
- 2) Remove and control graffiti, including the continued cleanup of the railroad bridge over 101 at the terminus of North 11th Street.
- 3) Improve lighting, signage and access to railroad right-of-way to help discourage dumping and graffiti.
- 4) Manage the unauthorized use of the right-of-way by homeless and clients of the service agencies.
- 5) Explore conversion of the railroad right-of-way to other uses.

Goal 8: Reduce the incidence of criminal activity especially in those areas where it contributes to blight in the neighborhoods.

Objectives:

- 1) Provide more responsive cleanup of dumped materials or abandoned vehicles in the streets and on vacant properties in the neighborhood.
- 2) Increase police surveillance to reduce drug dealing on the streets.
- 3) Encourage programs and services throughout the city for parolees (including sex offenders) that emphasize their successful re-entry into society.
- 4) Support measures that will more equitably distribute parolees (including sex offenders) throughout the region so that they are not concentrated in the downtown San Jose neighborhoods.
- 5) Promote programs that create an effective communication link between the legal community and the neighborhood, such as a Megan’s Law Computer Database in the Library.

Goal 9: Improve City services so that maintenance and repair programs better meet the needs and particular conditions of the neighborhoods.

Objectives:

- 1) Increase street, sidewalk, curb and gutter repair and street cleaning effectiveness.
- 2) Explore an area-wide sidewalk, curb and gutter repair program that is more responsive to the needs of the community.

Goal 10: Ensure that the public facilities will meet community needs.

Objectives:

- 1) Encourage the coordination of programs among the responsible agencies to optimize the use of limited facilities (e.g. school district and City).
- 2) Increase access to the facilities from the neighborhood by linking them with safe pedestrian routes
- 3) Provide safer passenger loading and unloading areas at schools.
- 4) Assure provision of adequate schools, hospitals, the centrally-located neighborhood library and other services to accommodate current and future growth.

Goal 11: While recognizing their contribution to the city, minimize the adverse neighborhood impacts that arise from the concentration of social service providers.

Objectives:

- 1) Improve management of operations to avoid concentrations of social service clients on the streets and sidewalks.
- 2) Reduce the concentration of social service shelters, etc, within the neighborhood to achieve a more equitable distribution within the city and region.
- 3) Support redevelopment of all or part of the Salvation Army site into high density housing compatible with the scale and character of the surrounding Hensley Historic District. Relocate at least those Salvation Army activities that most impact the surrounding neighborhood, for example, the men's residential shelter.

Goal 12: Reclaim the street environment so that it is compatible with the daily lives of the residents and neighborhood businesses rather than merely serving as conduits for through traffic.

Objectives:

- 1) Return the one-way arterial couplets to two-way residential streets.
- 2) Employ traffic calming measures on heavily traveled streets to slow vehicles (including buses) and improve pedestrian safety.
- 3) Restrict through truck traffic on residential streets.
- 4) Provide a new east-west bicycle connection between Coyote and Guadalupe Creeks

Goal 13: Manage parking on streets and within private development areas in the 13th Street neighborhoods so that parking for local residents and neighborhood businesses is improved .

Objectives:

- 1) Locate and design any new parking structures in a manner that minimizes or avoids adverse traffic, noise and aesthetic impacts on the adjacent streets and neighborhoods.
- 2) Stripe parking and paint curbs in the denser neighborhoods to minimize conflicts between parked cars and driveways or cross traffic.
- 3) Provide small, off-street parking sites in commercial areas where street parking is inadequate.
- 4) Employ parking management strategies (such as neighborhood permit programs or shared parking) where appropriate;
- 5) Increase enforcement of parking violations, including blocked sidewalks.

Goal 14: Implement physical improvements and increase public safety surveillance so that pedestrians can safely access their community resources and retain their sense of community.

Objectives:

- 1) Increase enforcement of pedestrian, bicycle, parking and vehicular traffic regulations.
- 2) Identify major pedestrian routes for additional crosswalks and other pedestrian improvements to increase the safety and attractiveness of the pedestrian environment (e.g. to assure safe access to transit).

- 3) Identify priority locations for pedestrian-scale street lighting improvements.
- 4) Add traffic controls, such as traffic signals and stop signs, that are warranted.
- 5) Assure adequate funding for crosswalk monitor programs.
- 6) Add corner curb ramps.
- 7) Repair and maintain existing sidewalks; explore methods to expedite.

Goal 15: Provide enhanced public transit facilities and promote high-quality pedestrian environments rather than inaccessible automobile-dominated streets.

Objectives:

- 1) Identify locations for covered bus shelters, including school bus stops (e.g. at Backesto Park).
- 2) Encourage VTA to periodically review bus routes and stops to balance service with localized impacts of buses on residences.

Goal 16: Emphasize measures that result in desirable improvements to the neighborhood, resorting to penalties only as a last resort .

Objectives:

- 1) Explore the removal of illegal uses.
- 2) Explore the rehabilitation, reuse or removal, if necessary, of abandoned buildings.
- 3) Explore the removal of abandoned vehicles in a timely manner.
- 4) Increase City staffing to improve code enforcement.
- 5) Integrate work of the City's historic preservation staff into the code enforcement actions to protect historic properties within the designated historic district.
- 6) Increase coordination between the City's historic preservation staff and other City departments (e.g. permitting, etc.) to improve preservation of historic properties throughout the neighborhood.
- 7) Streamline the permit process for appropriate improvements but strengthen historic code enforcement.

Goal 17: Establish an on-going role and opportunity for the Neighborhood Associations and encourage community organization of local businesses.

Objectives:

- 1) Provide meaningful input into the City's decision-making that affects the 13th Street neighborhoods so that the goals of the Strong Neighborhoods Initiative and this plan continue to be pursued and enhanced.
- 2) Strengthen the communication between the City and the Neighborhood Associations in order for the neighborhood to track City plans for on-going transportation planning that will affect the 13th Street neighborhood.
- 3) Communicate to neighborhood residents and business-owners the availability of programs and initiatives.
- 4) Encourage the formation of a neighborhood business association for 13th Street to help promote goals of the Neighborhood Improvement Plan.
- 5) Promote timely communication between the City and Neighborhood and Business Associations so that they have adequate notice to make meaningful input into the policy decisions that affect the neighborhood.
- 6) Create a vehicle for coordination among the Neighborhood Associations, area organizations, etc. so that a clear and strong voice can emerge to influence City policy within the neighborhood.

Goal 18: Assure appropriate sequencing of improvements and actions.

Improvement Concepts

Plan Concepts

The Plan Concepts for the 13th Street Neighborhood fall into three categories:

- Conservation and Development
- Circulation
- Public Environment.

This chapter of the *Neighborhood Improvement Plan* includes plans, policies and programs for each of these three elements. Chapter 5 Action Plan provides specific action items and improvement programs and priorities, to provide guidance for implementing the *Plan* concepts.

Each of the three elements touches on characteristics that are often overlapping and together contribute to the definition of community life within the 13th Street Neighborhood. The key components of each element are summarized below.

Conservation and Development

This element focuses on the resources and assets of the individual property owners and residents within the neighborhood, their homes, businesses, and property resources. Two overall concepts emerged from the community in discussions:

- Strengthen neighborhood residential fabric
- Support new, compatible residential and commercial development in focused, but limited, areas

The goals identified by the community focused on the preservation of the existing resources in the neighborhood, both the diversity of its population and the character and historic quality of its residential resources. Conservation of these resources is a strong theme that is reflected in many of the *Plan's* provisions. Enhancement of deteriorating resources is a primary issue for the residents. This deterioration is particularly evident in multiple family structures but also affects housing stock that was originally designed as large, single family residences but has been converted to multiple occupancy over the years.

Where development is encouraged, the *Plan's* goals and strategies are aimed at reinforcing the character and scale of adjacent neighborhood development so that new structures respect the historic context of these neighborhoods.

Specific development opportunities are identified to reinforce the strengths and assets of existing neighborhoods while creating a focus for new development that can help transform those areas that do not currently contribute to the vitality and quality of the neighborhood.

Circulation

This element focuses on movement along the public rights-of-way within the neighborhood and specifically looks at various modes of transportation including vehicles, transit, pedestrian, and bicycle. The two primary concepts of this element that emerged in the planning process were:

- Limit regional and inter-community vehicular trips through the neighborhood.
- Promote safe residential neighborhood streets.

High volumes of through traffic and the speed of vehicles rank at the top of neighborhood concerns. As a consequence, one of the strongest goals articulated by the 13th Street community is the desire to return the one-way couplets to two way streets and re-designate in the General Plan these residential arterials and collectors as local streets. In addition, the community advocates employing aggressive traffic calming measures to mitigate these traffic impacts. Traffic calming measures were proposed for many locations during the preparation of the *Plan*. Some of the trouble spots can be addressed almost immediately. However, the couplet conversions will likely substantially alter the distribution of traffic through the neighborhood. Consequently, the *Plan* recommends that traffic calming measures be identified after the conversions are complete as well. It is expected that at that time, the residents and City will be better able to identify specific locations where traffic calming measures need to be evaluated and implemented.

Other improvements to the overall circulation system, including the bicycle and pedestrian networks, transit stops and parking management were considered and are included in the plan.

Public Environment

This element focuses on the design character and quality of the publicly owned facilities in the neighborhood, including the street environment (roadways and sidewalks), public facilities such as the parks, schools and library, and community services that are directed to managing these resources. It also addresses the community services with responsibilities for neighborhood safety and security.

While the community recognizes the generally good framework of parks, community facilities, and streets, they are very interested in supporting the pedestrian environment of the community, reinforcing the 13th Street neighborhood as a walkable downtown neighborhood with amenities and recreation within an easy walk for young and old alike. Many of these recommendations have to do with physical improvements; others relate to the ongoing maintenance of the public environment.

The key concepts regarding the Public Environment articulated by the NAC and the community at large, which are reflected in the plans that follow, include:

- Improve and redesign the public environment in key neighborhood centers
- Provide improved pedestrian connections throughout the neighborhood
- Create a unique physical identity for the area
- Improve parks, library and schools
- Maintain a full service hospital with a trauma center in the downtown area
- Increase neighborhood safety and security

Conservation and Development

As noted in the preceding section, the key themes in the area of Conservation and Development articulated by the NAC and community were to strengthen neighborhood residential fabric, and to support focused and limited compatible new residential and commercial development. The specific improvements for the area are discussed below and fall into the following topic areas:

- Residential Protection, Support and Improvements
- New Residential Development Opportunities
- Mixed Use Development Focus Areas
- Neighborhood Commercial and Industrial Area Improvements

Residential Protection, Support and Improvements

Residents of the 13th Street neighborhood are rightfully proud and protective of their community resources. The neighborhood ranks favorably in aesthetic and community value with many of the best San Jose neighborhoods.

The 13th Street neighborhood has many of the positive characteristics of a great downtown urban environment: tree lined streets, homes of historic and/or architectural merit, convenience services and amenities, good schools, a library, and parks. However, the neighborhood also has, in places, elements that are considered blighting and detrimental to community life: liquor stores and bars, poorly maintained streets and sidewalks, a disproportionate number of industrial uses such as auto repair in areas that are considered the “town center”, a high proportion of homeless and parolees, and problems with building and property maintenance.

Opportunities to upgrade and enhance the existing housing stock and improve the overall quality of housing in the 13th Street neighborhood are evident throughout the SNI area. The variety of plans, projects and programs that follow will help improve the condition of housing throughout residential areas identified in Figure 4.1.

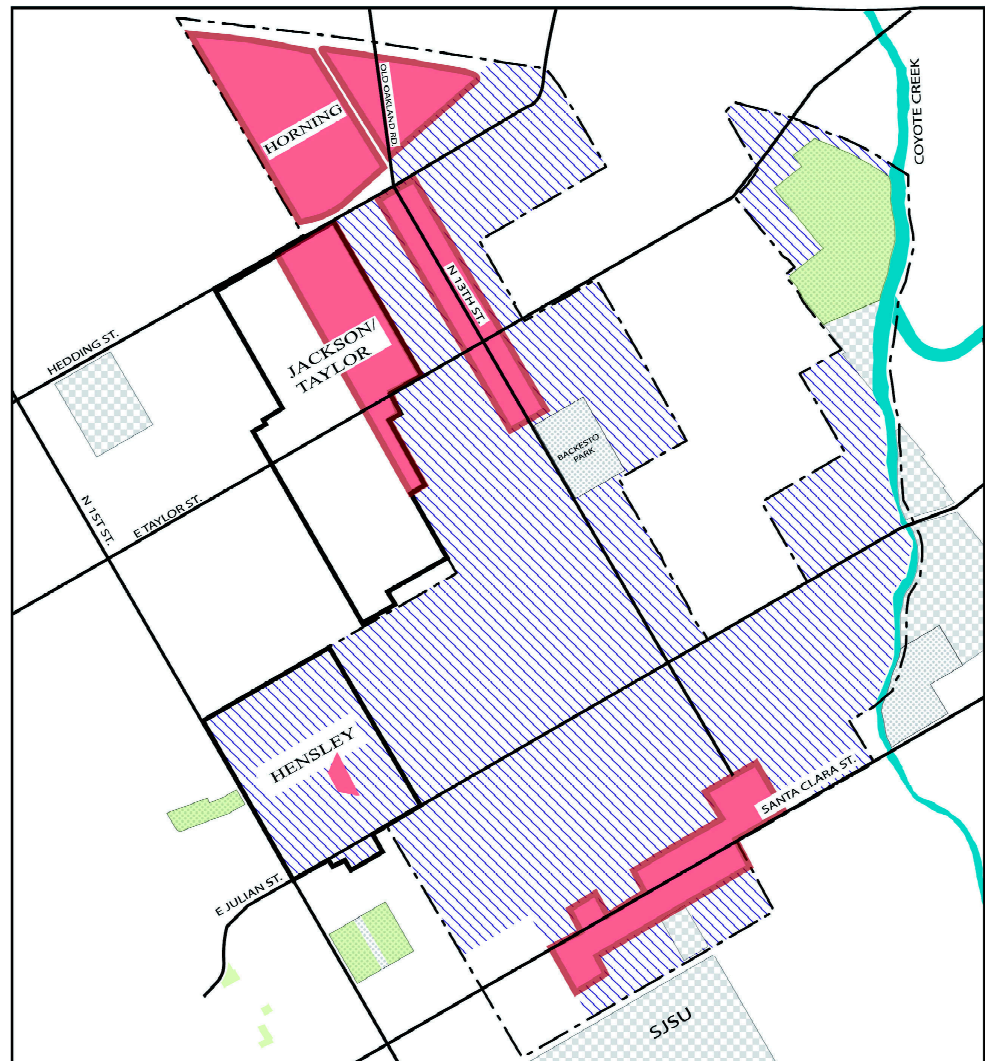
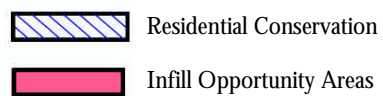


Figure 4.1 Residential Conservation Areas



Maintain Neighborhood Diversity and Affordability

The diversity of the 13th Street Neighborhood is a point of considerable pride within the community. Concepts for retaining this economic diversity, and discouraging gentrification of the neighborhood include identifying opportunities for low and moderate income households and limiting the dislocation of low and very low income renters as a result of improvements in the housing stock that might drive up rents.

Protect Historic Neighborhood Resources

Both the community and the NAC stressed the importance of utilizing the oversight of community groups and City agencies to maintain and preserve the neighborhood's late 19th early 20th century dwellings and historic structures that link these neighborhoods with the early history of San Jose and its Downtown and that add to the overall physical character of the area. The Hensley neighborhood has already been established as a registered Historic District which affords specific protections under the auspices of the City's Historic Preservation Office. Other structures of historic merit should be identified and protected over time.

Provide Home Ownership Support

The *Plan* encourages more homeownership in the neighborhood. Presently a large proportion of the housing stock is multi-family and renters predominate, with an owner-occupancy of just 32 percent, compared with the average of 62 percent for the city as a whole. The increased transience of the rental population with fewer deep roots within the neighborhood contributes to a number of issues that were identified by the residents. Increased homeownership would contribute to the long-term stability of the community.



There is, however, concern regarding potential displacement of low income renters as a result of conversions of and improvements to residential properties. The community supports additional extremely low, very low, low and moderate income housing in the area, and programs to minimize displacement of renters and low income residents.

Expand Knowledge and Use of Existing Residential Property Improvement Programs

The community supports efforts to provide renovation loans and grants for residential properties. As has been noted by the community, the physical condition of the buildings and other improvements in a neighborhood have a direct impact on how residents perceive their neighborhoods and how they perceive themselves; when property owners and residents see that a neighborhood is in decline, they tend to be less likely to invest in maintaining the buildings they own or in which they live. Numerous City housing rehabilitation and grant programs to improve the interior and exterior conditions of residential properties are available to neighborhood owners.

Increase Residential Maintenance and Code Enforcement

The appearance and safety of the neighborhoods is a significant concern of this community. In general community members advocate greater enforcement of existing laws and codes that already address many of the issues noted above. In addition, the community desires the reduction of what is perceived as the inordinate impacts on this neighborhood of certain regional and citywide problems.

Aggressive, pro-active code enforcement on a wide variety of issues, including occupancy limits, building condition, vandalism, graffiti, trash, and parking, is a high priority for the community.

At the same time, code enforcement should be sensitive to and supportive of the preservation of historic buildings and to the ongoing investments, often in the form of “sweat equity” that characterize many new or younger residents of the neighborhood. The community supports ongoing identification of properties of historic value and consideration of that value when enforcing codes and monitoring improvements.

In addition, the City should initiate and/or expand education programs on code issues (such as shopping cart abandonment); neighborhood associations and their newsletters can also assist in this.

New Residential Development Opportunities

There are certain opportunities within the project area for new residential development that will reinforce the character and quality of the community. Sites are noted in Figure 4.2.

Small Vacant Lot Residential Infill

The infilling of vacant properties emerged as an important concept of the *Plan*. In order to reduce the visual blight that results from untended vacant parcels, the residents strongly favor appropriately-scaled infill development.

One infill strategy that meets the objectives for architectural compatibility and has widespread support is currently underway by the Redevelopment Agency. The Civic Plaza Historic House Moving Program has been developed to relocate existing structures to accommodate the new Civic Plaza Project between Fourth and Sixth Streets both north and south of Santa Clara Street.

Encourage and Monitor Major Residential Development Projects

The community recognizes the need for the City to find new housing development sites in order to support the vitality of Downtown and that the health of the Downtown is critical to the quality of life in the surrounding neighborhoods. The community also recognizes that new housing development, if not carefully designed, may not be compatible with the historic character and scale of development in the 13th Street neighborhood and can exacerbate problems associated with traffic that results from an auto-dependent development pattern surrounding the downtown neighborhoods.

The community strongly encourages the City of San Jose and developers to solicit neighborhood input and support before pursuing development actions within the community.

The 13th Street neighborhood encourages new housing development within the neighborhood if it can be compatible with the existing character and quality of the neighborhood, and will not create significant negative impacts. No one particular architectural style is appropriate for the 13th Street neighborhood. For some areas, such as the Hensley neighborhood, the dominant architectural style is Victorian and Edwardian. For other neighborhoods, the architecture includes, in addition to Victorian styles, a wide range of revival styles such as Mission, or Arts and Crafts. This range of styles is the neighborhood's strength but the

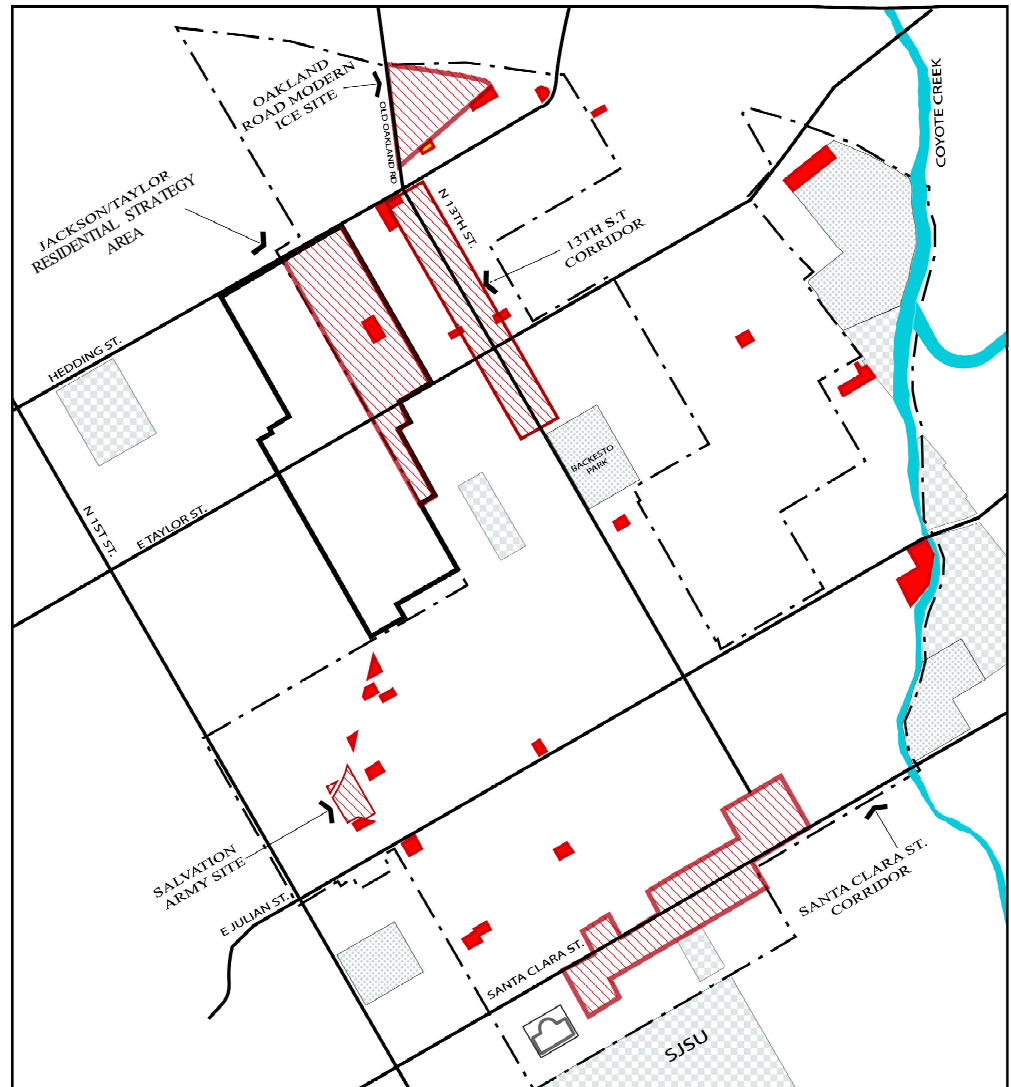
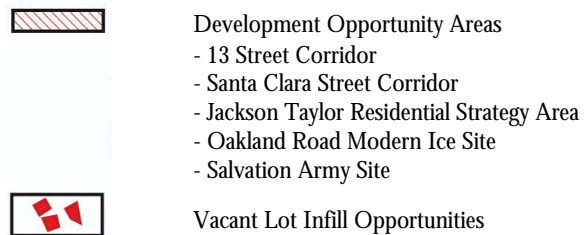


Figure 4.2 Residential Infill and Development Opportunity Areas





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integrity of the historic neighborhoods is at risk when an unsympathetic style or inappropriate scale or setback reduces the visual coherence of the entire neighborhood or adversely impacts the privacy or views from an adjacent structure.

Site-specific architectural review by the neighborhood is important in order to assure that the new development, even if it conforms to zoning, is also compatible with the integrity of the neighborhood.

A number of major residential project opportunity sites have been identified in the 13th Street Neighborhood and in areas immediately adjacent to it. These include:

- 13th Street Neighborhood Center – Hedding to Jackson (see Mixed Use Focus Areas section that follows)
- Santa Clara Street Commercial Corridor (see Mixed Use Focus Areas section)
- Oakland Road Gateway Area – “Modern Ice” Site
- Salvation Army Site
- Jackson Taylor Residential Strategy Area Sites



Figure 4.4 **Example of new residential infill (Naglee Park)**

Oakland Road/Modern Ice Site (at northeast corner of Old Oakland Road and Berryessa Road).

The site of the “Modern Ice” food packing and distribution facility has been identified by the community as a housing development opportunity that would be a catalyst for redevelopment of the 13th Street corridor. The General Plan has recently been amended to change this site from an industrial designation to residential. Currently the property is in contract for sale for development as approximately 500 units of affordable housing in a high density (25-50 dwelling units per acre) configuration. This project has the strong support of the neighborhood. On this large and visible site, new development should be guided by the following considerations:

- Provide on-site open space for the project as well as for the neighborhood
- Acquire the railroad right-of-way spur and incorporate into the project area
- Building scale and massing should be compatible with the scale of the neighboring residences.
- Building heights can be varied to provide visual interest and decrease the apparent scale of the structures.
- The project should have a landscaped frontage on Oakland Road to contribute to the public right-of-way improvements that will create a gateway to the neighborhood. (Standards for landscape treatment should be coordinated with landscape plans for the new streetscape improvements on 13th Street to the south.)

Salvation Army Site

The Salvation Army owns and operates facilities between 3rd and 4th Streets in the Hensley Neighborhood. During the preparation of the Revitalization Plan, the Salvation Army indicated its desire to move its men’s shelter. The NAC supports efforts to relocate the Salvation Army and to provide new housing on this site that is architecturally compatible with the predominantly Victorian historic district.



Figure 4.5 **Appropriately-scaled new residential development can create attractive streets and sidewalk.**

Jackson/Taylor Redevelopment Project Area

This existing redevelopment project area still has several sites that remain to be developed. These include:

- Mariani Brothers Site.
- City Corporation Yard.
- Industrial Catering Site.
- Triangular Site Opposite Maraido's.

Concepts that should generally guide development of all of these parcels include the following, many of which are included in the Jackson Taylor Residential Strategy:

- Reconnect the street grid wherever possible to enhance pedestrian access
- Promote a variety of housing plans, layouts and designs on large sites to fit in with the diversity of the residential neighborhood.
- Retain historic resources wherever feasible and appropriate
- Moderate building heights to be in scale with adjoining neighborhood
- Consider sites for relocation of historic homes from other parts of the city and for public parks. (In addition to the planned park sites, the Triangular Site could provide additional needed open space across the street from the Northside Community Center.)

Mixed Use Development Focus Areas

There are several areas in the 13th Street neighborhood that provide neighborhood-serving businesses, including 13th Street near Backesto Park and Santa Clara Street. The community strongly feels that the quantity and types of amenities available in these areas should be increased and improved. While Santa Clara Street also serves a community-wide and even regional role as the “Main Street” of downtown San Jose, 13th Street between Jackson and Hedding has the potential to be a neighborhood “town center”. These two areas are shown on Figure 4.2.

Both streets suffer from a range of land use and streetscape problems. However, targeted investments in both streets offer opportunities to effect significant change.

13th Street Mixed Use Neighborhood Business Corridor Redevelopment

The residents of the neighborhood have identified 13th Street as a location where major changes are appropriate to create a new mixed-use neighborhood “town center”. The blocks between Hedding and Jackson Streets have been identified as appropriate for higher intensity residential development, combined with ground floor local-serving commercial retail uses.

Assets to be retained include a number of historic structures, some of which were originally built for commercial use and serve as neighborhood landmarks.

Redevelopment of this portion of 13th Street will allow blighted conditions to be corrected. These include a number of poorly maintained or visually unattractive non-local-serving auto service businesses that have parking storage areas that are open to the street and/or chain link fences that interrupt the pedestrian qualities necessary to support local retail and business services. In addition, the street presently has an abundance of liquor-serving or liquor-sales establishments, which residents feel discourage property investments, and contribute to neighborhood concerns about safety.

Redevelopment Strategies. A well-defined approach to revitalization of this corridor should include:

- Catalyst project(s) – identification of one or more key catalyst projects that will receive significant public support in its planning and implementation. One or more catalyst projects will demonstrate development opportunities and initiate significant improvements in a part of the street, likely spurring further private investment in redevelopment activities. Catalyst projects preferably would be located in the vicinity of 13th Street and Taylor, in order to complement existing commercial uses in the Jackson to Taylor block.
- Ownership patterns – contiguous parcels under single ownership represent the potential for parcel assembly/consolidation. Parcel assembly will likely be a prerequisite for creating a new, multi-tenant retail district.
- Oversaturated/underperforming businesses – certain business types seem to be over-represented in the North 13th Street commercial corridor. Identifying businesses that do not take full advantage of the high-profile location afforded by their 13th Street address and moving them to more appropriate sites elsewhere could free up desirable parcels for revitalization and redevelopment.
- Vacant parcels – consult with landowners to determine what constraints are preventing the development of vacant parcels.
- Odd-shaped parcels – Some parcels have configurations that hinder their marketability or development. These should be consolidated with adjoining parcels.
- Non-conforming uses – work to phase out non-conforming and nuisance uses along the North 13th Street commercial corridor, replacing them with more appropriate neighborhood-serving businesses.
- Phasing – begin development at southern end of corridor (Jackson and 13th) and move north
- Clustering – concentrate major retail development at the primary nodes/intersections
- Flexibility – focus on providing replacement housing and flexible commercial space that could accommodate a variety of users in the mid-block areas between primary nodes
- Opportunity – identify under-performing parcels that could be assembled to create more marketable development opportunity sites

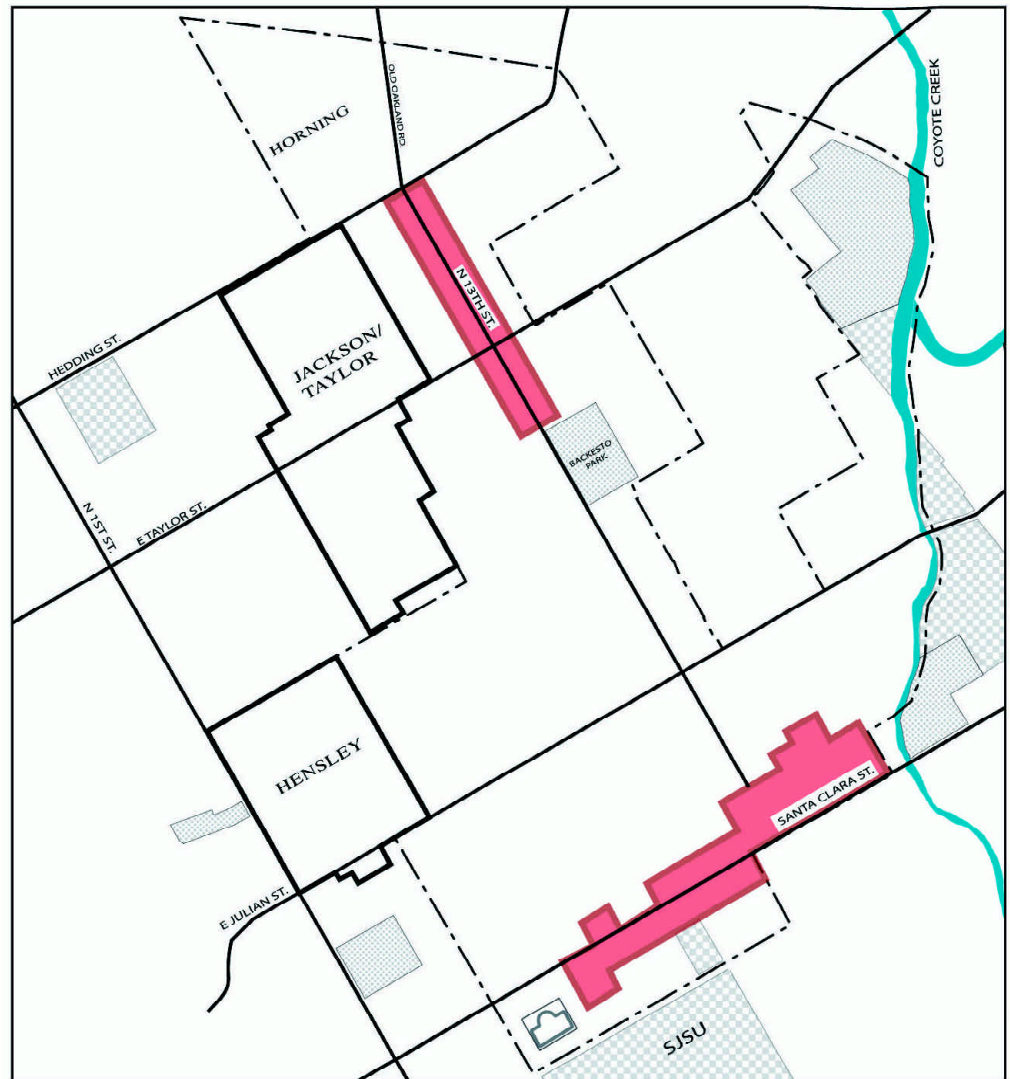


Figure 4.6 **Mixed Use Development Focus Areas**



Mixed Use Development Areas
- 13th Street Mixed Use Neighborhood Commercial Core
- Santa Clara Street Commercial Corridor

• Improvement Concepts •



Figure 4.7
Vacant and underutilized sites and parking lots do not support street activity on 13th Street.



Figure 4.9
Street lacks trees and other amenities.



Figure 4.10
Sidewalks are in poor repair.



Figure 4.11 Fine buildings exist on 13th Street, but utility poles and lack of amenities detract from street life.

Major New Streetscape Improvements. To achieve the neighborhood vision for 13th Street, redevelopment of properties should be accompanied by the implementation of a major new streetscape improvement project. This would transform the physical character of the street to support new private investment. (See Public Environment section for a description of streetscape opportunities.)

Mixed Use Projects. Mixed use projects along 13th Street, combining multi-family building types with ground floor retail, are appropriate and will support the emergence of a vital, pedestrian-oriented neighborhood-serving commercial district. Housing types can include apartments, stacked flats or lofts, and in limited locations townhouses. A cohesive street façade should be provided along 13th Street. Since demand for retail may lag, it is recommended that the building design for this corridor provide ground level spaces that can be easily converted into retail use, as demand warrants. Acceptable interim and/or alternative uses include, for example, live-work studios or other flexible ground floor space.



Upper level residential (or office).

Active pedestrian-oriented ground floor uses (retail, restaurants, art galleries.)

Public arcade provides additional pedestrian sidewalk space.

Figure 4.12 Example of mixed-use residential or office over retail, as could be developed on 13th Street.

Scale of New Development and Compatibility with Existing Neighborhood Features.

As with other areas of the plan, the community encourages new or infill development to fit into the existing neighborhood context and retain, where feasible, the character and qualities of existing architectural resources. New development along 13th Street should conform to the following:

- *Building Heights:* Building heights of 2, 3 or occasionally 4 stories are appropriate and would be compatible with the existing historic commercial structures that are one to two stories with high floor plates and roof structures. Building heights should step down towards the back property line to be consistent with the City's residential design guidelines, as well as with adjoining neighbors.
- *Building Setbacks:* The 13th Street frontage and side yards should generally recognize a "build-to" line with little or no setback. Minor variations to the street-wall are acceptable when they provide usable sidewalk space. Rear setbacks should be consistent with adjoining homes and with the City's residential design guidelines.
- *Architectural Style:* The existing street has a wide range of architectural resources spanning the late 19th to the early 20th century when most of the street was developed. Many architectural styles are compatible with this existing street character. New buildings, however, should be primarily conceived to knit together the existing fabric rather than insert a new architectural idiom. Buildings and/or building facades that contribute to the architectural heritage of the street should be identified and, where feasible, incorporated into the new projects to retain the historic context.
- *Pedestrian Amenities:* New projects should provide, wherever feasible, outdoor features, such as dining tables and seating to enliven the street.
- *Business Establishment Signs:* A coordinated business establishment sign program should be developed.
- *Billboard Signs:* Existing billboards located along 13th Street should be acquired and/or removed over time in order to enhance the visual quality of the neighborhood, consistent with existing state regulations.
- *Parking:* Adequate, convenient parking for the district is essential to the viability of the commercial district. If curbside parking proves insufficient, the City is encouraged to provide small, centralized parking lots. (See also Circulation and Public Environment.)

Desirable Uses. The community desires a wide range of retail and personal services along the 13th Street corridor, for example:

- *Food-Oriented:* such as grocery, coffee shop or breakfast services, café, diner, restaurant, delicatessen, ice cream shop, bakery or bagel shop;
- *Retail:* such as drug store, hardware store, book store, bike shop, arts/frame shop, family clothing store, nursery, or non-profits;
- *Medical Services:* such as family dentist, physician, or chiropractic offices;
- *Personal Services:* such as personal grooming, dry cleaning, children's center or day care center, etc
- *Education or Training:* such as dance studios, gymnastic or sports studios;
- *Entertainment:* such as small jazz bar, theater, or small movie house.



Figure 4.13 Ground level retail uses in a mixed use district such as 13th Street.

Improvements to Existing Businesses. The community wants to retain the existing businesses that add to the viability of the vision as a neighborhood-serving commercial district. The City is encouraged to assist property owners and businesses in the upgrade of their premises and business practices.

Over time improvements to existing uses should be encouraged, so that they make a positive contribution to the street. A higher standard for appearance and maintenance of buildings and businesses will be required in order to achieve the transformation desired. Façade improvements, property fencing that screens open car storage from view, and landscaping that enhances the streetscape and pedestrian qualities of the street should be encouraged. Appropriate outdoor/sidewalk uses, such as sidewalk cafe dining, are also encouraged and will contribute to an interesting street environment. If appropriate, business relocation assistance can also be offered as part of the redevelopment efforts.

- *Building Improvements:* Building improvement programs such as the Façade Improvement Program are strongly encouraged for existing businesses. Efforts should be made to tailor these programs for both owner-occupied businesses as well as rental properties.
- *Business Association Activities:* The City is strongly encouraged to continue the efforts to organize a business association for the neighborhood businesses on 13th Street.
- *Business Attraction/Retention Activities:* The City is encouraged to utilize its resources to direct and facilitate the relocation of suitable businesses to 13th Street that are displaced by redevelopment activities elsewhere.

Santa Clara Street Mixed Use Commercial Corridor

The community recognizes the many roles of Santa Clara Street: a regional circulation corridor, and a commercial street with local, citywide and regional destinations. This *Neighborhood Improvement Plan* supports the City's General Plan designation of Santa Clara Street as a Transit-Oriented Development Corridor allowing for high-intensity new residential development with ground floor retail. Such high-density residential development will add new housing to the downtown neighborhoods compatible with the current public transit investments such as the Downtown/East Valley Light Rail Project and the proposed extension of BART to downtown. However, the community also strongly supports local serving businesses along the street, and good parking and access to the existing and new retail.

Existing Public Projects. As part of the public initiatives to revitalize Santa Clara Street, several major public projects will begin to transform the street. The 13th Street community supports these projects but wants to be consulted and involved in key decisions with implications for the neighborhood. Planned projects include:

- *Civic Plaza:* Civic Plaza is a complex of projects that are in joint planning by the City and several educational and cultural institutions. These projects include: the new City Hall and Civic Plaza, major parking structures, the Joint Library Project with San Jose State University, multi-family residential projects, and Symphony Hall.
- *Horace Mann School:* Actually part of the Civic Center Plaza Project Area, Horace Mann School is currently under reconstruction. This project incorporates an entire block between 6th and 7th Street and fronts on Santa Clara. The new elementary school will be one of the first in the city to be developed with multi-story classroom buildings in response to its constrained urban site and need to increase its student population from 312 to the planned 750 students. The school is expected to open in the fall of 2002.

- *Downtown/East Valley Transit Improvement Plan:* While alignment alternatives west of 10th Street are in the planning stage, the Major Investment Study (MIS) conducted by VTA, and the subsequent investment decisions, have identified Santa Clara Street as a future light-rail corridor and VTA is currently preparing more detailed plans for specific project design. (See also Circulation.)
- *Silicon Valley Rapid Transit Corridor:* A joint project of VTA and BART, this project will extend BART from Warm Springs to downtown San Jose at the Diridon Station, west of the 13th Street neighborhood. Subsequent detailed planning will determine the appropriate route design and implementation measures. (See also Circulation.)



Figure 4.14 Inconsistent building facades and a mix of low and tall buildings do not contribute to a visually unified street.



Figure 4.15 Santa Clara Street lacks a sense of activity and density consistent with being San Jose's "Main Street."

Streetscape Improvements. Streetscape improvements associated with the light rail and BART projects should be designed in a manner that promotes the viability of neighborhood-serving businesses as it transforms the physical character of the street. In particular, every effort should be made to retain parking on both sides of the street. (See Public Environment.)

Mixed Use Projects. Where development opportunities arise, the community supports higher density mixed use residential projects along the street, combining multi-family building types with ground floor retail and service uses.

Supporting Existing Businesses. As with 13th Street, the community strongly supports retaining the existing businesses that add to the viability of Santa Clara Street as a neighborhood-serving commercial district in addition to its larger citywide or regional role. Among strategies that can be used are:

- *Building Improvements:* Building improvement programs such as the Façade Improvement Program are strongly encouraged for existing businesses. Efforts should be made to tailor these programs for both owner-occupied businesses as well as others.
- *Business Association Activities:* The City should continue the efforts to work with the East Santa Clara Street Business Association.
- *Business Attraction/Retention Activities:* The community supports the relocation of suitable businesses to Santa Clara Street that are displaced by redevelopment activities elsewhere.



Figure 4.16 Redevelopment with higher density mixed use with ground level retail and sidewalk improvements will create a more interesting pedestrian environment.

Neighborhood Commercial and Industrial Area Improvements

The community appreciates the variety of commercial retail opportunities already existing in the neighborhood but would like to see significant improvements to the quality, condition, and types of uses in the area.

Expand Commercial Property Improvement Program

Although some commercial properties are particularly well-kept and attractive, numerous properties and businesses are in need of improvements. City commercial rehabilitation loan and grant programs to improve the interior and exterior conditions of these properties are available to neighborhood owners. Building improvement programs such as the Façade Improvement Program are strongly encouraged for existing businesses. Efforts should be made to tailor these programs for both owner-occupied businesses as well as others.

Improve Commercial Code Enforcement and Property Maintenance

As with residential properties, the community would like to see a higher standard of property maintenance and more aggressive code enforcement directed to commercial properties.

Commercial properties in the neighborhood suffer from a variety of maintenance issues, including litter, excessive trash, and graffiti. Many of these can be addressed through code enforcement and through other City programs such as graffiti removal. In some cases there are concerns regarding operations of businesses, and attendant noise and nuisance, which may require other enforcement procedures.

Historic buildings, however, are of great value to the community and should therefore receive particular care in their treatment, both in terms of enforcement and actual improvements required.

Neighborhood Commercial Node Improvements

While new neighborhood-serving businesses are encouraged in areas such as 13th Street and along Santa Clara Street, the community also desires to strengthen existing, well-distributed commercial retail nodes, which are shown in Figure 4.17.

The existing pattern of small-scale retail nodes, with businesses such as Casa Vicky Restaurant and Mi Pueblo Grocery Market, is very convenient and enhances the pedestrian qualities of the district.

However, several of the businesses are marginal and struggling, some occupy run-down buildings, or have uncontrolled signage and unattractive facades. There are also undesirable uses such as bars and bail bonds.

General Retail Node Improvements

The community would like to see a variety of improvements bundled for application to the commercial nodes. These would include plans and programs to assure compatibility, such as:

- Minimize incompatible uses, such as bail bonds or liquor stores.
- Encourage and enforce sign design or control to improve the appearance of unattractive buildings and visual clutter.
- Façade improvements to buildings, including increasing window size, new paint, awnings, outdoor seating, site landscaping and other improvements that can significantly improve the appearance of many businesses.
- Streetscape improvements, such as lighting and street furniture that will also improve the attractiveness of these retail nodes.
- Enforce nuisance ordinances, pertaining to noise, odors and litter.
- Small business support, programming (Office of Economic Development, etc.)

Examples of Specific Retail Node Improvements

- *Mi Pueblo Market:* This business can be improved by 1) landscaping the perimeter of the parking lot surrounding the market, and 2) enforcing the recently passed shopping cart ordinance to manage the leakage of carts into the surrounding neighborhood.
- *The Cluster of Restaurants at Julian and 17 including Casa Vicky.* The north east corner of the intersection, with the closed, former gasoline station, should be redeveloped with a retail and/or residential project improved to better complement the existing cluster of food services. Improvements to the streetscape such as lighting and street furniture are also desirable. (See Public Environment Framework.)

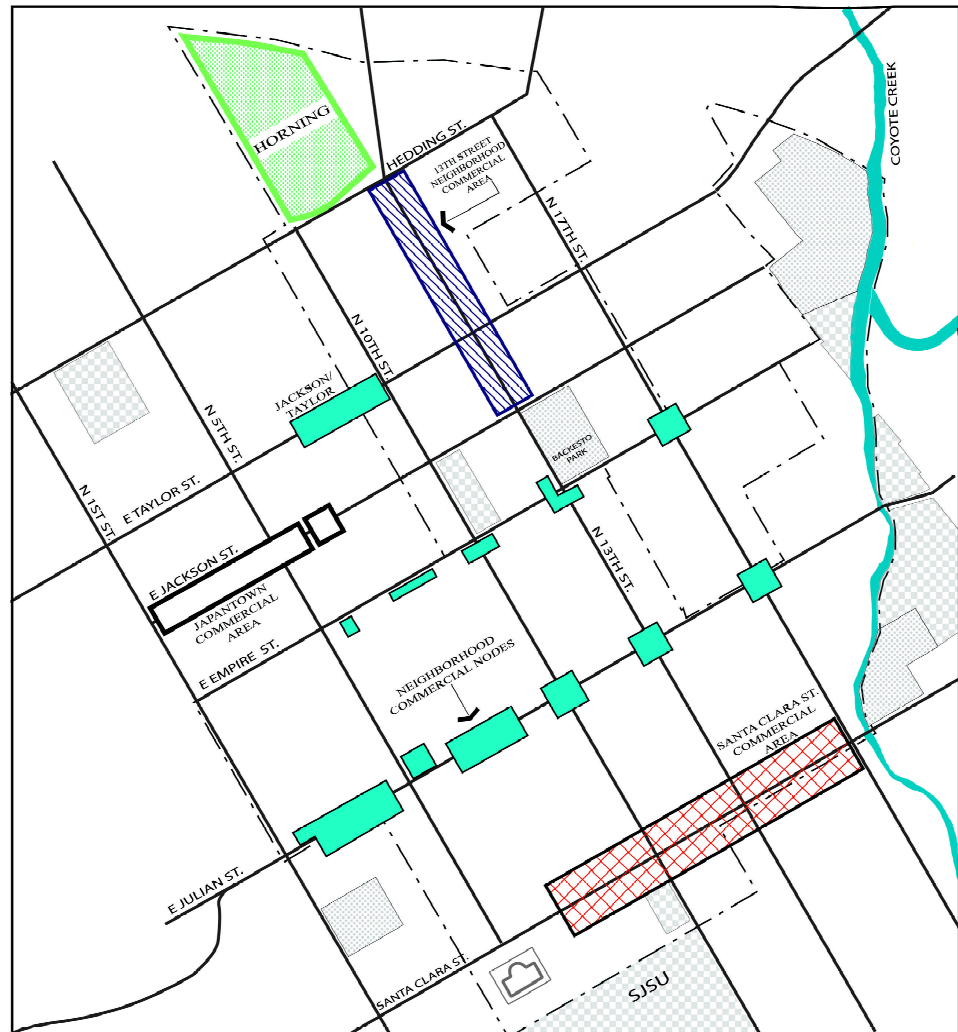






Figure 4.17 Neighborhood Commercial and Industrial Improvement Areas

-  Create neighborhood commercial center
-  Re-establish neighborhood and community-serving commercial along major transportation corridor
-  Strengthen neighborhood-serving businesses
-  Improve image of industrial area

Increase Business Attraction and Retention Programs

The City is strongly encouraged to continue efforts to organize a business association for the neighborhood businesses, to utilize its resources to direct and facilitate the relocation of suitable businesses to 13th Street that are displaced by redevelopment activities elsewhere.

Improve Horning Street Industrial Area

The Horning Street area (shown in Figure 4.17) is recognized as one in which the existing mix of uses and parcelization pattern is not optimal, leading to an image that is unsafe and unattractive. The area is designated for light industrial use in the City's General Plan, though it presently includes both light industrial and residential uses. The community supports the current General Plan designation and recognizes that the area may redevelop with new industrial uses over the long term. Particular care should be taken that new or upgraded development along 13th Street frontages contribute fully to the renaissance of the 13th Street commercial corridor. The residents, however, have also identified the area as a suitable location in the long term for high density residential development that would help anchor the north end of the 13th Street commercial corridor. A General Plan amendment would be required to establish new residential or mixed uses on these parcels. The City is concerned, however, about any additional loss of light industrial land especially for industrial service and supplier uses.

A master plan for the redevelopment of this area should be prepared.

Circulation

The 13th Street Neighborhood experiences severe impacts associated with vehicle trips destined for the downtown and elsewhere. These impacts affect safety and quality of life in the area. Circulation plans are therefore directed toward minimizing the volume and speed of vehicular traffic through the neighborhood. In addition, the community is very interested in improving pedestrian and bicycle access throughout the neighborhood, particularly to facilitate movement by children and the elderly. Managing on street and off street parking is also a high priority of the community.

Specific circulation improvement plans and programs fall into the following component areas:

- Vehicular Circulation Management
- Transit-Related Improvements
- Pedestrian Corridor Enhancements
- Bicycle Route Extensions
- Parking Management

Vehicular Circulation Management

The residents, business owners and tenants of the 13th Street neighborhood repeatedly expressed their concerns about the amount of traffic within the neighborhood and the threats to safety that occur daily. In every venue and at every meeting, the NAC and the members of the broader community focused their attention on vehicular circulation concerns. Many streets were identified as having speeding problems with cars reaching fifty miles per hour between intersections on the long, north-south blocks

City Plans and Studies

Downtown Access Study

The City is currently preparing a traffic study to analyze the circulation system required to support downtown San Jose. As part of this study, the City will analyze the feasibility of converting four pairs of one-way streets back to two-way operation, including: 3rd and 4th, 10th and 11th, Julian and St James and Almaden and Vine. The study is expected to be completed in 2002.

City Traffic Calming Policy

The City recently adopted changes to the Neighborhood Traffic Management Program that includes a new Traffic Calming Policy, which defines the procedures the City will follow to prepare specific Traffic Calming Plans. The process includes establishing the appropriate level of response and the resulting consideration of “Base Level,” “Level I,” and Level II” measures.

Potential Traffic Calming Measures		
Base Level	Level I	Level II
Safety Education	Traffic Circles	Diverters
High Visibility Cross Walks	Road Bumps	Corner Bulbs (Major)
Corner Bulbs (Minor)	Medians and Chokers	Partial Closure
NASCOP Enforcement	Chicanes	Full Closure
Radar Trailer		
Striping		
Warning Signs		
Curb Markings		
Stop Signs		
Police Dept Enforcement		
Gateway Signs		
Truck Restriction		
Larger (ex) Signs		
Signed Turn Restrictions		
Additional Stops		

Figure 4.18 Source: City of San Jose, Department of Transportation, 2000.

Existing Vehicular Circulation Framework

Regional vehicular circulation corridors include Highway 101 on the north and the Highway 87/Guadalupe Parkway on the west. These major regional facilities, because of their proximity, give the San Jose Downtown neighborhoods a high degree of regional accessibility. There are two multi-modal corridors that also provide regional accessibility for the 13th Street neighborhood. The existing light-rail lines along North First Street and transit plans for Santa Clara Street will supplement regional circulation.

The one-way couplets – 3rd and 4th, 10th and 11th, and Julian and St. James – serve as citywide arterials, bringing commuting traffic through the neighborhood. At peak hours traffic volumes are high, and at all hours traffic speeds can be high.

Other streets throughout the neighborhood, while serving primarily as local streets, in some cases also carry occasionally heavy or speeding through traffic.

Implement Proposed Neighborhood Circulation Framework

Figure 4.19 illustrates the overall circulation and street classification concept supported by the community.

Regional Corridors. Regional traffic should be routed to regional corridors for through traffic to the extent possible. Where necessary, improvements to freeway interchanges should be made to encourage traffic to utilize designated corridors rather than neighborhood streets.

Inter-neighborhood Circulation Corridors. The community feels that a minimum number of these corridors should be designated and supports designation of the following for this role:

- Hedding
- Taylor
- 13th

However, traffic calming on these streets should be implemented wherever possible to slow traffic.

Local Access Neighborhood Streets. The community feels strongly that the remaining streets in the neighborhood should be treated as local access residential streets. The community would like to see traffic calming, pedestrian improvements and streetscape improvements used to clearly identify these streets as neighborhood serving so that they are compatible with the daily lives of the residents and neighborhood businesses, rather than primarily serving as conduits of through traffic.

Convert One-Way Streets to Two Way Residential Streets

The neighborhood is unanimous regarding the need to convert the three sets of one-way streets back to two-way residential streets. These include 3rd and 4th, 10th and 11th and Julian and St. James Streets. The one-way operation of these streets raises safety concerns in the neighborhood, particularly for children, seniors and the disabled.

As noted above, the feasibility of converting the one-way pairs is being studied as part of the Downtown Access Study. The 13th Street Neighborhood strongly endorses this change to these streets in this neighborhood.

Implement Area-wide Traffic Calming and Enforcement

The NAC has identified specific locations where traffic calming should be implemented immediately (See Appendix). The Department of Transportation should work closely with the NAC and community to evaluate these situations and implement immediate improvements. Specific traffic calming measures also should be pursued throughout the neighborhood following conversion of the one-way streets in order to tailor solutions to the new traffic patterns that will result.

Enhanced traffic patrolling is also desired, including continuing use of the Neighborhood Automated Speed Compliance Program (NAS COP).

Implement Truck Route Modifications

Nearby industrial areas and the proximity of regional freeways result in considerable truck traffic in the neighborhood. The Department of Transportation, as part of the Downtown Access Study, should investigate the feasibility of designating specific truck routes and limiting access in other areas, but particularly on residential streets. Enforcement of these designations and prohibitions will likely need to be stepped up as well.

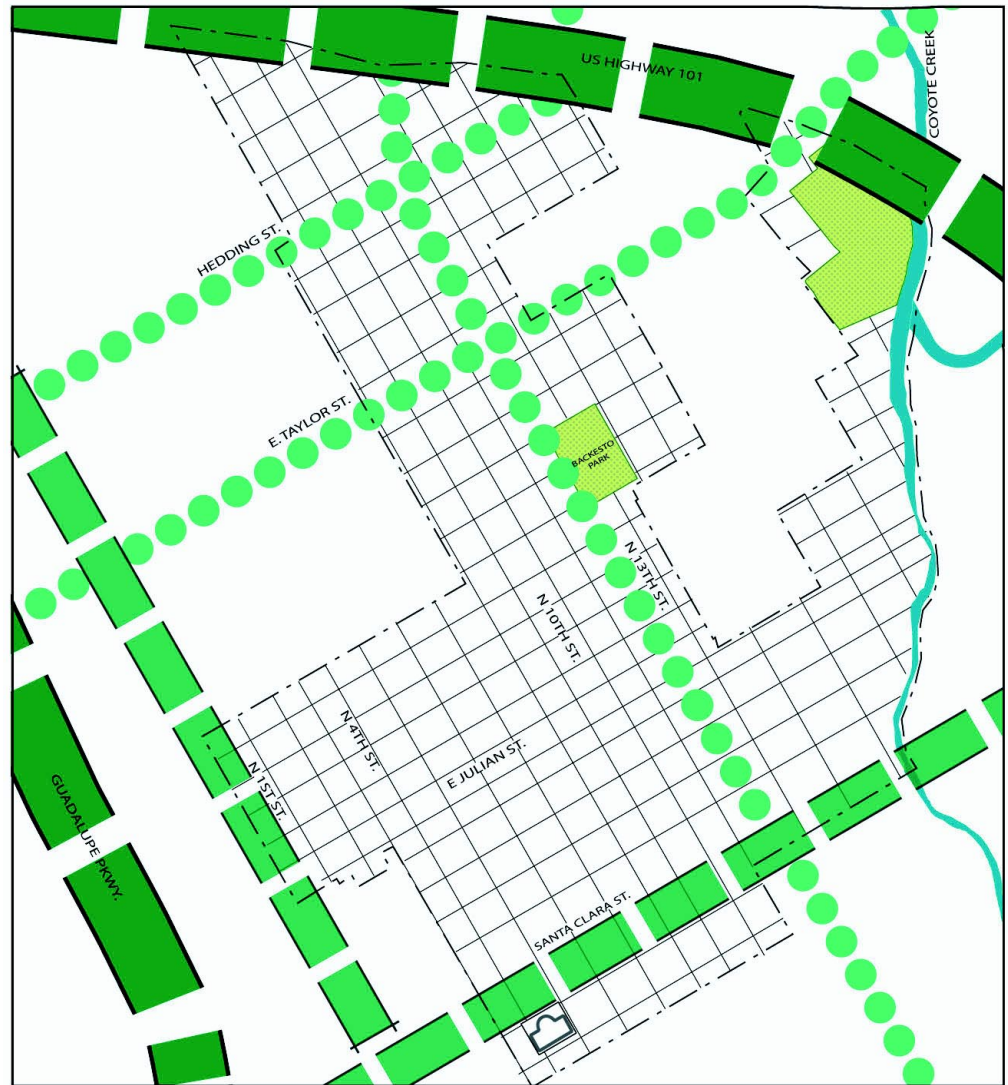
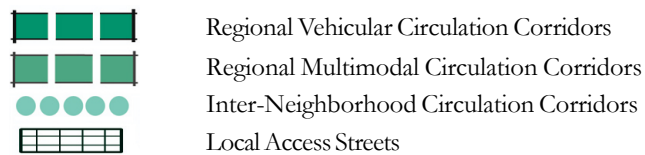


Figure 4.19 Proposed Circulation Framework



Transit-Related Improvements

Transit plays an important role in the 13th Street neighborhood providing convenient regional and local access. As noted earlier, VTA is currently preparing a Downtown/East Valley Transit Improvement Plan in the Santa Clara/ Alum Rock corridor including light rail transit from Downtown San Jose to the future Capitol LRT Line, generally along Santa Clara Street and Alum Rock Avenue. In addition, BART will be extended from Warm Springs to the Diridon Station in downtown San Jose.

The 13th Street neighborhood is also served by several VTA bus lines. Routes are currently located on both east-west and north-south corridors.

- East-West Bus Corridors: Hedding, Taylor, Julian, St. James, Santa Clara and San Fernando Streets.
- North-South Bus Corridors: 1st , 10th , 13th , 17th Streets and Oakland Road.

Continue to Monitor BART and LRT Plans for Santa Clara Street and/or San Fernando Street

The community supports regional transit improvements in the VTA corridor. The following concepts have been identified as important to consider:

- *Off-Street Parking:* The residents strongly discourage the location of major parking reservoirs at the transit stations along the light-rail corridor in the downtown neighborhoods since these will become attractions for traffic through the neighborhood.
- *Street Parking:* Retaining street parking to serve the retail businesses along Santa Clara Street is vital to their success. The *Plan* recommends that the final street section approved for Santa Clara Street should retain parking on both sides of the street. (See also Public Environment section.)
- *Streetscape Improvements:* Implementation of surface light rail improvements offer an opportunity to also implement new sidewalk paving and pedestrian-scaled lighting to enhance the pedestrian environment and support the economic revitalization of the street. (See also Public Environment section.)

Upgrade and Maintain Area-wide Bus Route Facilities

13th Street Bus Corridor Enhancements. Enhance transit facilities in the 13th Street corridor with suitable bus stop landings and shelters coordinated with the conceptual streetscape improvements recommended for the street in the Public Environment section of this report.

Area-Wide Bus Stop Furnishings. VTA is encouraged to improve the maintenance of the bus stops throughout the neighborhood and to initiate a program to add benches and shelters at high volume stops throughout the neighborhood.

(See Figure 4.20)

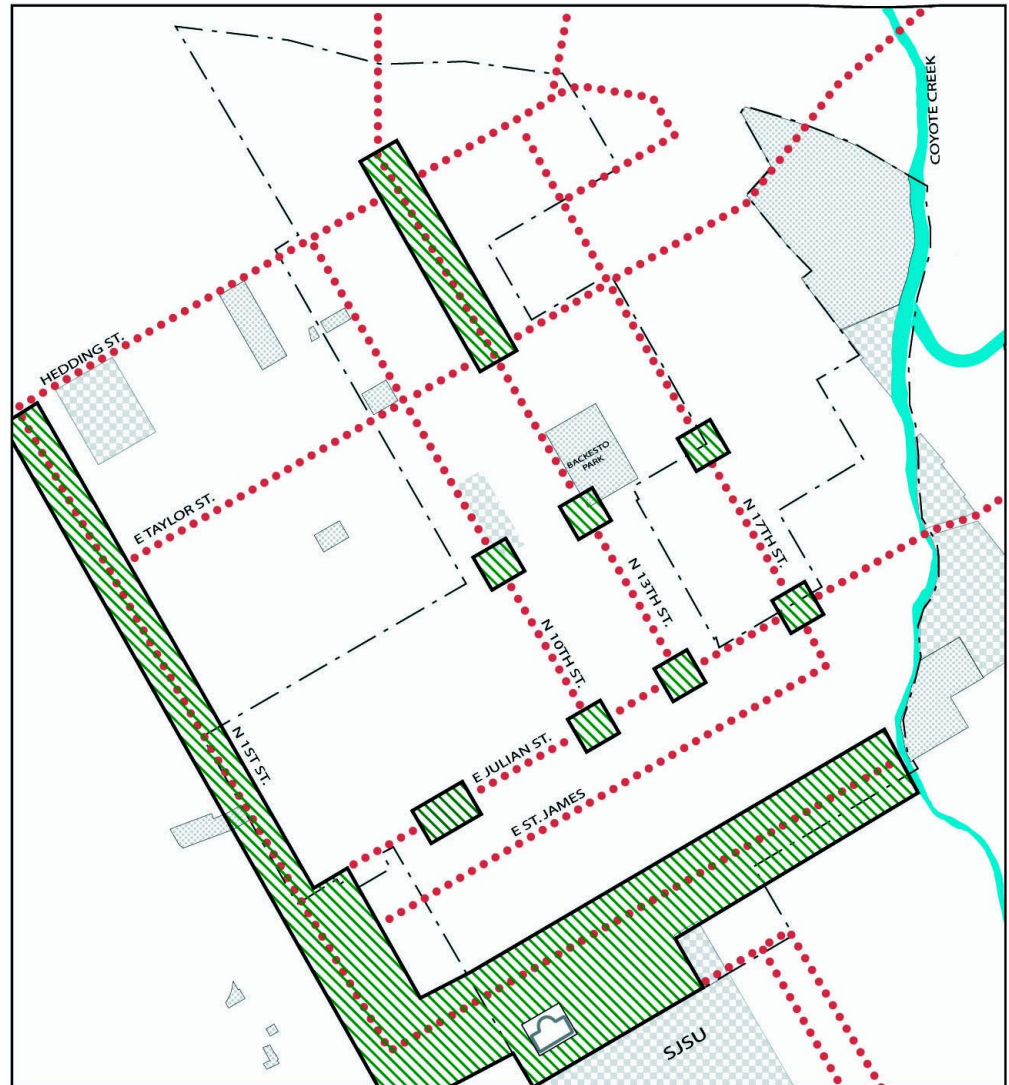


Figure 4.20 Transit Facilities Improvement Areas



Areas of Potential Transit Related Improvements



Existing Transit Routes

Bicycle Circulation Improvements

The flat topography and wide streets within the 13th Street neighborhood and other downtown destinations contribute to making bicycle circulation easy and convenient. Major concerns expressed by the residents about bicycle circulation involve safety conflicts with vehicular traffic.

Most of the existing or funded bicycle routes are located on major north-south thoroughfares including: 10th and 11th, 17th, and 21st Streets. Proposed bike facilities reflected in current City policy, augment the north-south movement with facilities on 3rd and 4th Streets and add east-west movement with corridors on Hedding and Taylor Streets.

Improve Bicycle Route and Trails

Additional desirable bicycle links are illustrated in Figure 4.21:

Coyote Creek Bike Trail. Incorporate bike circulation facilities and improvements into the future planning for the multipurpose trail corridor along Coyote Creek. As part of these improvements, provide safe, convenient, and well-posted access to the Creek from the 13th Street Neighborhood.

New East-West Bicycle Corridor. Coordinate with citywide bicycle circulation planning efforts to identify and implement an additional east-west bicycle link to connect the Guadalupe Park Corridor with the planned Coyote Creek Corridor.

North-South Bicycle Corridors. When changes to the one-way pairs are accomplished, as recommended in this *Plan*, there may be a need to reconsider future north-south bicycle circulation corridors to bring the bicycle planning into consistency with the overall street system.

13th Street Bike Route. The planned 13th Street Bike Route between Hedding and Taylor Streets should be coordinated with the design for streetscape improvements to the commercial core of 13th Street. (See Public Environment).

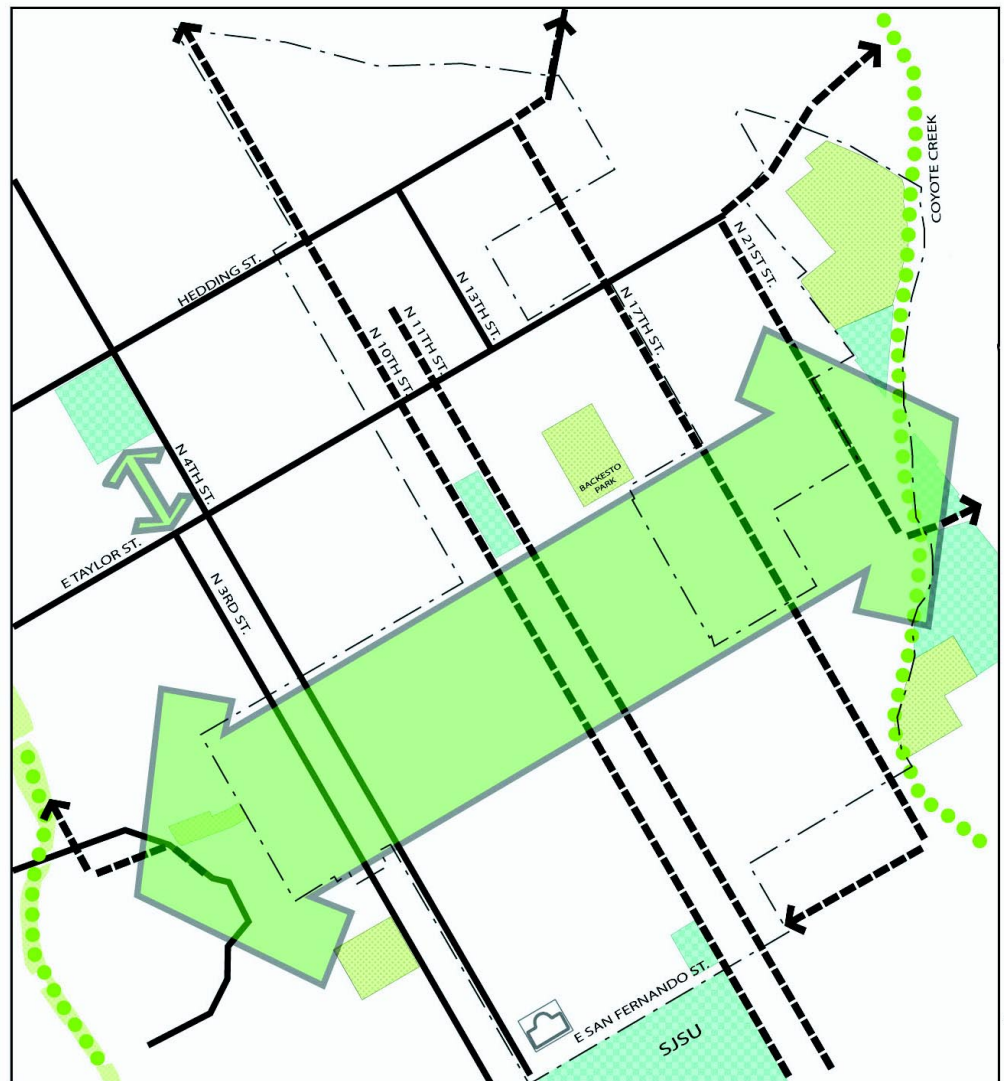


Figure 4.21

Bicycle Circulation Improvements



- Existing or Funded Bike Lanes, Routes
- Proposed Bike Facilities (Current City Policy)
- Planned Multipurpose Trail
- Additional Linkages Required

Parking Management

On-street parking concerns in the 13th Street Neighborhood are significant and will require more aggressive management, focused on key areas shown in Figure 4.22.

Off-street parking concerns also exist. There is inadequate off-street parking for both the Grant Academy School and Empire Branch Library that share the campus site as both public facilities have on-going program and facility needs. (See also Public Environment.)

The 13th Street retail businesses, between Hedding and Jackson Streets lose convenient, on street parking for their customers to the overflow from the adjacent residential neighborhoods. As redevelopment of this portion of 13th Street proceeds, it will become increasingly important to provide convenient parking to promote the viability of local-serving businesses.

Parking along 13th Street between Hedding and Jackson should also be managed to support the vision for a vibrant 13th Street neighborhood commercial district. Approaches would include metering parking and designating adequate loading and short term parking areas. If demand warrants, consider small-scale public parking lots in the commercial district as a strategy for increasing parking supply and directing redevelopment and reinvestment initiatives. A long term parking strategy should be developed for the district as part of the overall planning for the area.



In areas near Santa Clara Street, street parking can be tight in many locations, and is exacerbated by the additional impacts from major traffic generators, including the Civic Plaza Project, San Jose State University, and the downtown retail and commercial core. A Neighborhood Permit Parking Area is being created for the area between 3rd and 17th Streets. The first phase, between Santa Clara and St. James Streets, is scheduled for Council approval in April 2002.

Area-Wide Parking Enforcement and Management

On- street parking should be managed through means such as metering, time limitations, and resident sticker programs, throughout the neighborhood as needed, particularly in the southern portion of the neighborhood .



Figure 4.22 Parking Management

-  Parking Management District
 - Facilities Locations
 - Neighborhood Permits
 - Key Enforcement Areas
-  Parking Enforcement

Public Environment

The public environment includes neighborhood amenities and facilities such as the parks, schools and library that are essential to community life as well as the community services that enrich these physical assets. The public environment also includes linkages among these elements: the sidewalks, streetscapes, furnishings, lights, street trees, and other features that contribute to a positive image of the community. Finally the Public Environment includes the sense of security that is created by responsive safety, social and medical services within the neighborhood.

Plans and programs for improving the Public Environment fall into the following areas:

- Redesigning the Street Environment.
- Street Maintenance Improvements.
- Upgrading Parks, Open Space and Recreation.
- Improving Library, Schools and Other Facilities and Services.
- Enhanced Neighborhood Safety and Security.

Redesigning the Street Environment

The *Neighborhood Improvement Plan* recognizes the role that streets play in the quality of the neighborhood environment. A special character and quality is essential for many streets to sustain the vision the community has for the 13th Street neighborhood.

13th Street and Old Oakland Road Mixed Use District Streetscape Improvements

The *Plan* recommends that the City pursue a major Redevelopment Agency Project to upgrade the streetscape for the section of 13th Street from Hedding to Jackson, and at the corner of Empire and 13th Street. Improvements to the pedestrian environment – sidewalk, street trees, lighting, street furniture, bus stops, and art projects – can have a catalyst effect on adjacent properties and may help spur redevelopment of this area into a local-serving retail “town center”. The following conceptual design elements are community-recommended efforts and shown in illustrated Figures 4.24 - 4.27. Final improvement elements will require further City and community review and decisions.

Sidewalks and Tree Plantings. The existing sidewalks should be upgraded. A regular spacing of new street trees with tree guards and grates should be established to provide shade and create a unique identity to define the neighborhood retail district.

Undergrounding Utilities. Utility poles are unsightly along much of 13th Street and are particularly visible between Hedding and Jackson where there are few street trees to screen them. The utility lines should be undergrounded as part of the overall streetscape and sidewalk improvements for this portion of 13th Street.

Reduced Travel Lane Width and Medians and/or Sidewalk Widening.

The existing street right-of-way is sufficiently wide to accommodate traffic needs and maintain curbside parking, while significantly improving streetscape quality. Narrowing the very wide travel lanes will help to slow traffic and would permit the addition, where feasible of a planted median, left turn lanes, and widened sidewalks. A median located at the Jackson and Hedding ends of the street would, beautify the street, provide a sanctuary for pedestrian crossings, and delineate gateways announcing the special retail district. It appears that the improvements generally could be accommodated without incurring the expense of moving the curbs and changing the drainage system.

Mid-Block Pedestrian Crossings. Mid-block crossings are not commonly used and can be unanticipated by motorists. However there are good reasons to consider them for 13th Street. The blocks are over 800 feet long, in comparison with typical urban blocks that average 300 to 400 feet in length. Providing mid-block crossings will add to the convenience of the curbside parking, making it possible for people to frequent businesses on both sides of the street. Shortening the walk between businesses will significantly help to increase the convenience for the pedestrian and increase the viability of the individual businesses.



Figure 4.23 Widened sidewalks allow sidewalk dining and similar activities while still providing ample room for shoppers.



Figure 4.24 Street furnishings (benches, trash receptacles, tree grates) provide pedestrian amenities.

Corner Sidewalk Treatment. The concept plans illustrate two different corner treatments.

- **Typical Bulb-outs.** By enlarging the sidewalks with “bulb-outs” at the corners, the pedestrian crossing distance is shortened adding to pedestrian safety and convenience. The bulb-out treatment can include features such as traffic bollards and locations for street furnishings such as trash receptacles.
- **Longer Bulb-out/Bus Stop.** The longer bulb-out can also provide a transit plaza with a shelter at the boarding zone for buses, as well as locations for kiosks and newspaper racks. The bulb-outs increase the sidewalk area and provide opportunities for cafes to place tables and chairs. The Taylor Street intersection with both Jackson and Empire, is particularly suited to the longer bulb-out treatment.

Mid-Block Crossing Treatment. A mid-block bulb-out can greatly facilitate pedestrian crossings without blocking traffic and with the loss of only a few parking spaces. The additional crossing area provides opportunities to incorporate seating and special lighting to enhance the street environment. The breaks in the median provide for wheel chair access.

Left Turn Section and Bike Route. The illustration with the left turn lane illustrates a potential design solution at 13th and Taylor. In addition to a left turn pocket, the Right of Way accommodates a 16-ft wide travel lane that would accommodate one lane of traffic and bicyclists in a non-striped, but signed, bike route.



Figure 4.25 Sidewalk extensions (bulbouts) can accommodate sidewalk cafes.



Figure 4.26 Bulbouts provide locations for additional street trees and seating.

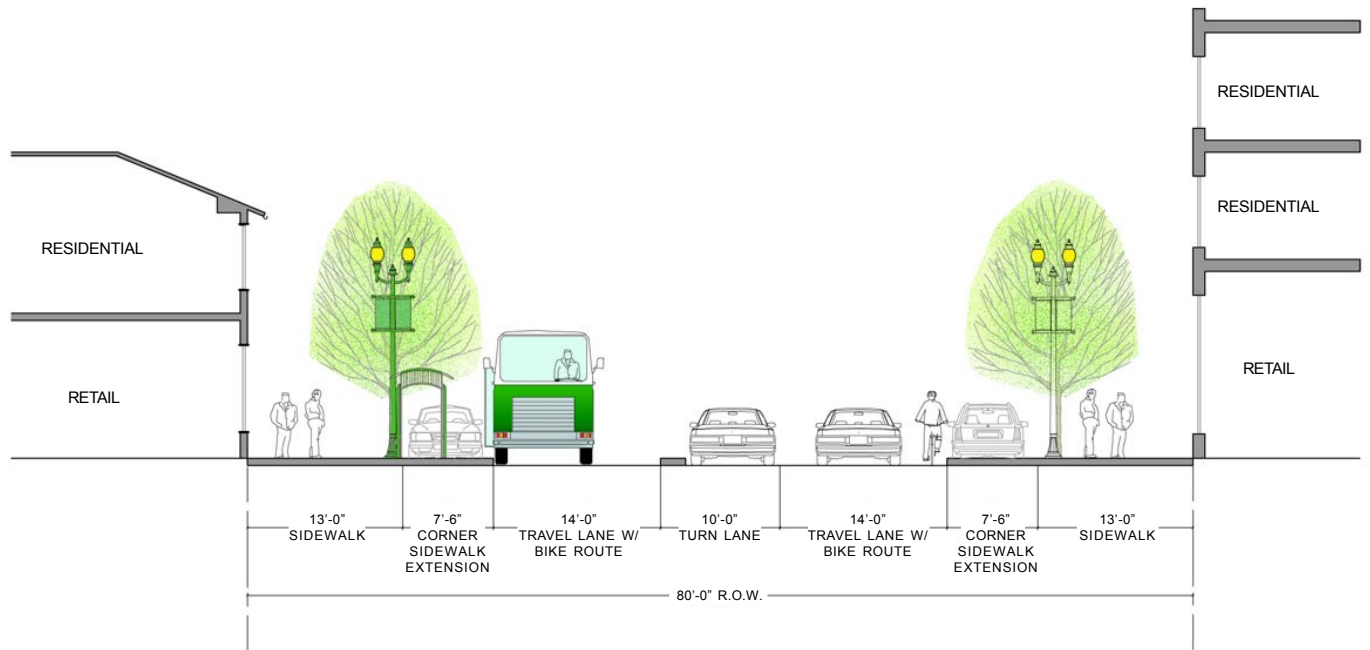


Figure 4.27 Illustrative 13th Street Streetscape Improvements

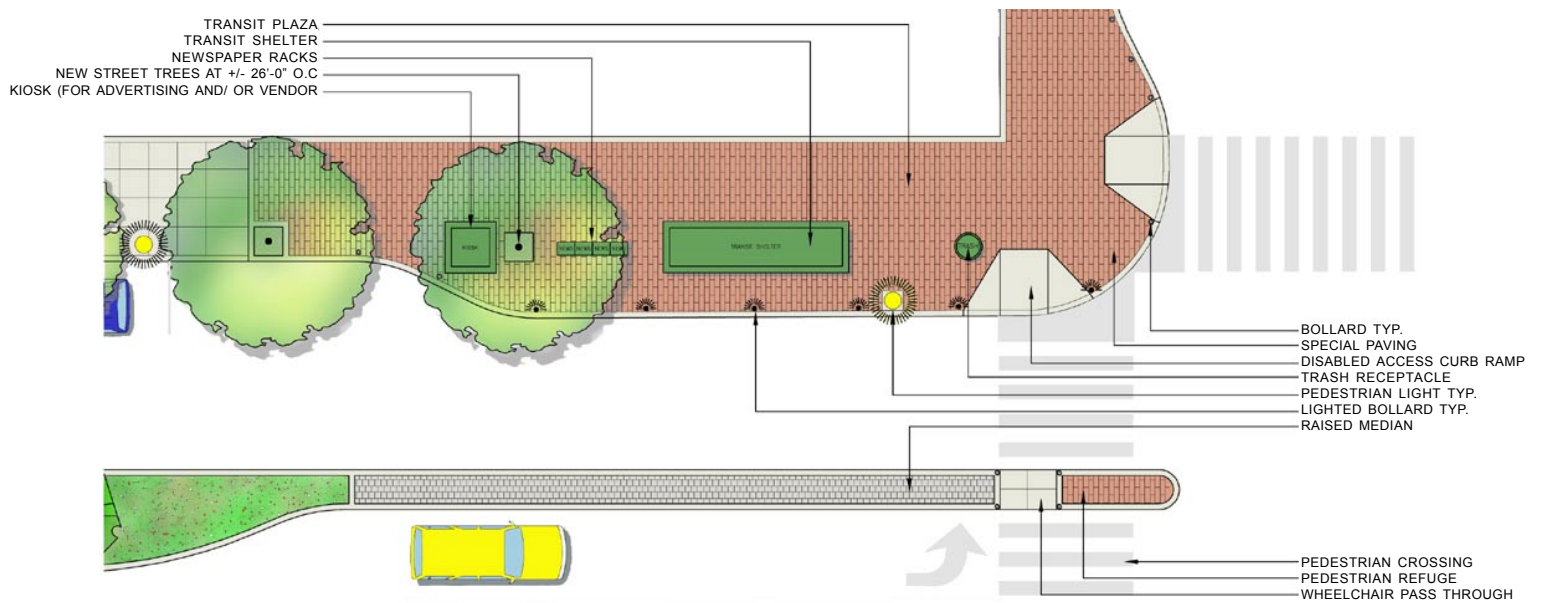


Figure 4.28 13th Street Prototypical Large Corner Sidewalk Extension with Optional Median

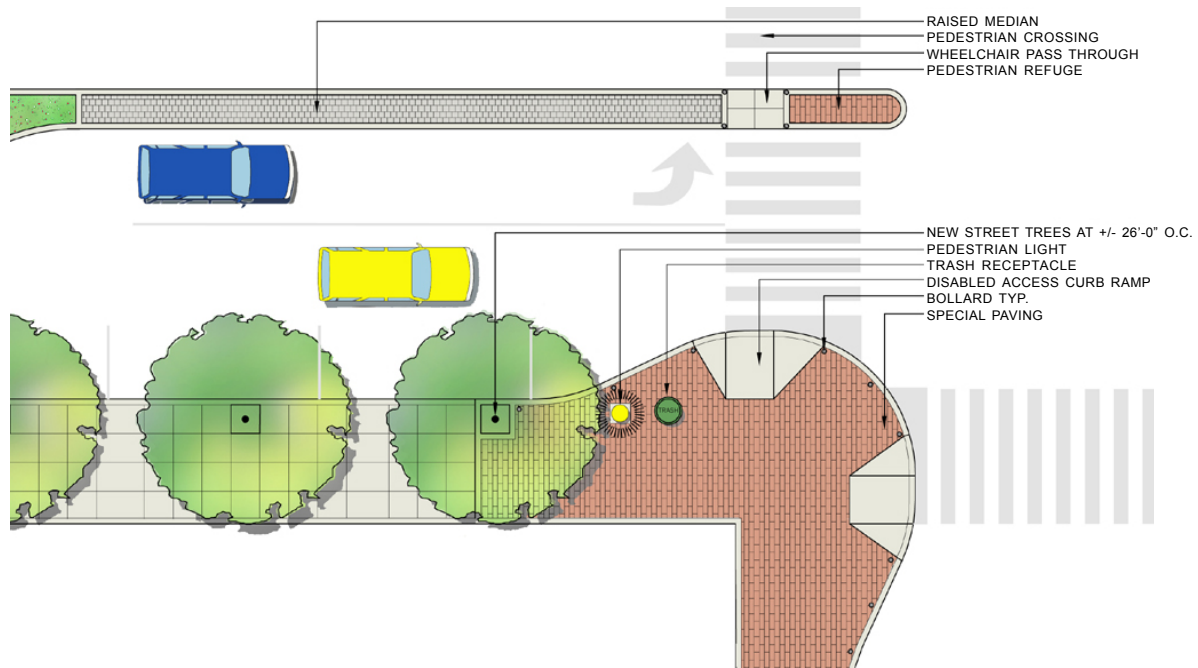


Figure 4.29 13th Street Prototypical Smaller Corner Sidewalk Extension (shown with optional median)

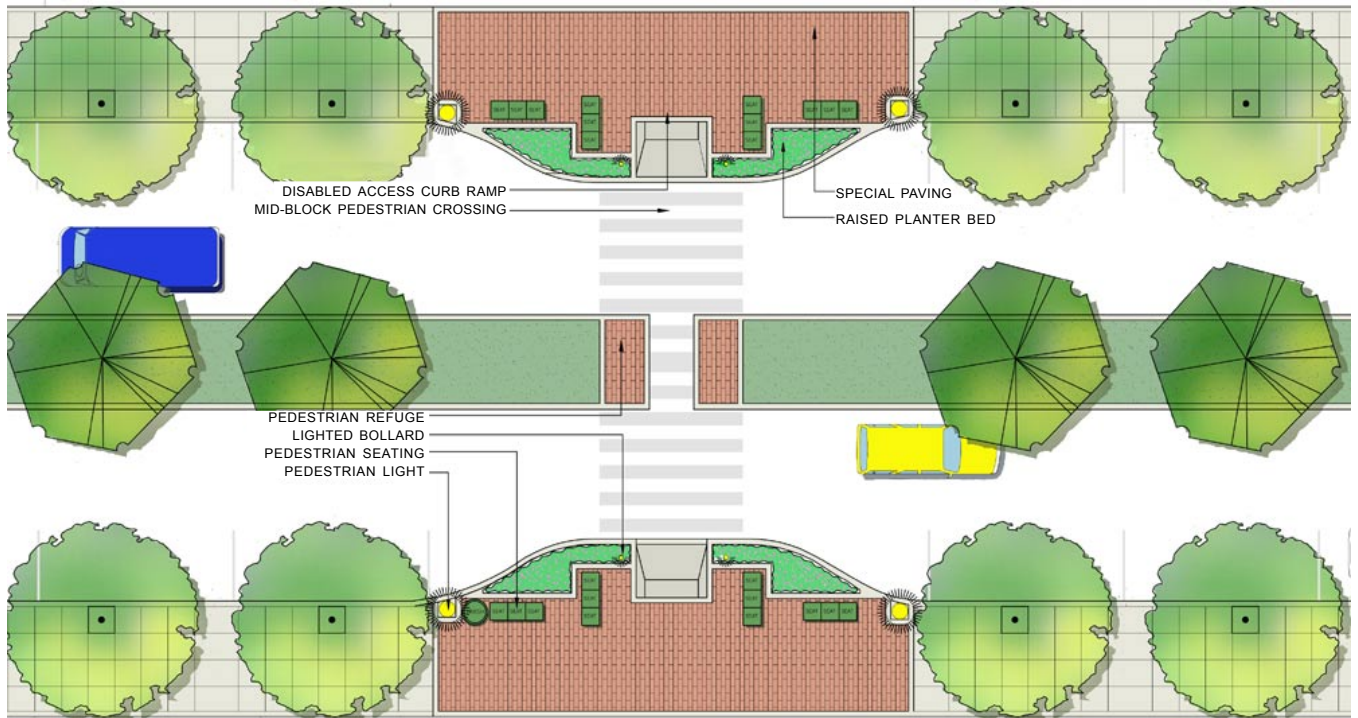


Figure 4.30 13th Street Prototypical Mid-Block Sidewalk Extension and Street Crossing (shown with optional median)

Streetscape Improvements on Santa Clara Street

Although it is important to the feasibility of the transportation projects to keep costs to a minimum, there are enormous opportunities to significantly improve the appearance of Santa Clara Street and thereby assist in its revitalization, a major goal of the Downtown Strategy Plan and other city initiatives.

VT A Initial Street Section Concept. As illustrated in Figure 4.28, the initial design for Santa Clara Street provides a 13.5-ft median that will accommodate a center platform. The LRT track is located in a mixed-flow lane (shared with automobile traffic) on either side of the median. The existing curbs and sidewalk would remain with sidewalks of approximately 16 feet on each side of the street. To accommodate the LRT, parking would need to be removed from at least one side of the street.

Illustrative Retail-oriented Street Section Concept. This alternative section (Figure 4.29) illustrates the same LRT operation with median platform. In order to maintain curbside parking on both sides of the street to serve the local-serving retail businesses, the sidewalks would need to be reduced to approximately 13 feet, leaving 11 feet for the travel lane and 7.5 feet for curb-side parking. However, corner bulb-outs could be used at intersections to enhance pedestrian crossing of Santa Clara Street and to sidewalk width while sacrificing only a few parking spaces. This cross-section, while more expensive to construct, retains an adequate sidewalk width to support a high level of pedestrian activity plus sidewalk cafes, store displays and other pedestrian amenities, while preserving curb-side parking on both sides of the street, a major component of the success of the retail environment.

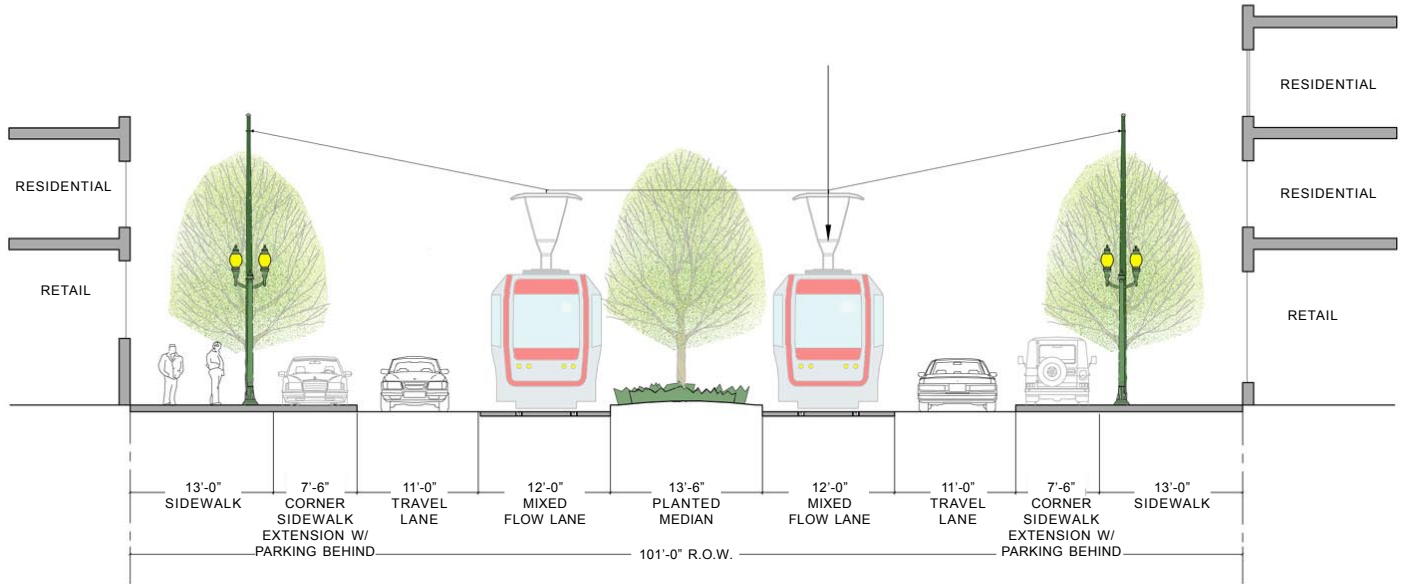


Figure 4.31 Santa Clara Street with LRT and Parking on Both Sides

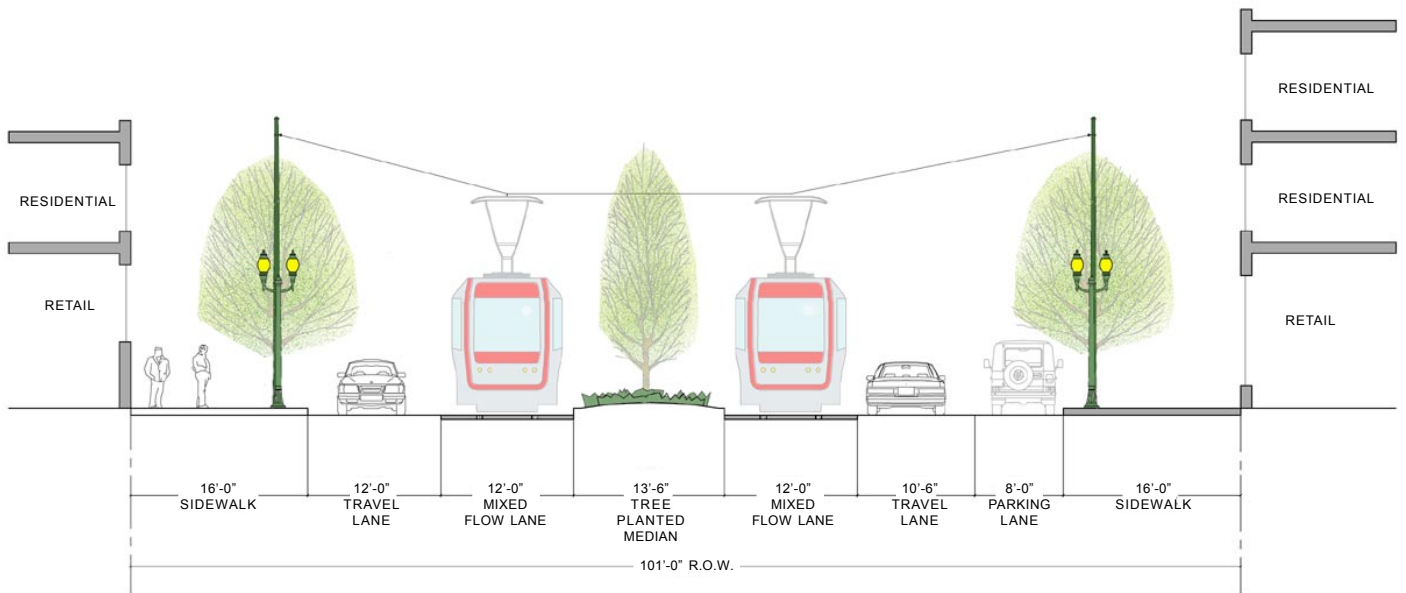


Figure 4.32 Santa Clara Street with Parking on One Side

Pedestrian Corridor Enhancements

Current citywide initiatives promote pedestrian circulation as a means of tying together the residents of the City and linking each one with the diversity of its cultural, educational and physical resources. *Walk San Jose* has promoted these concepts and recently the *Downtown Neighborhoods Leadership Forum* (DNLFF) has identified pedestrian routes for inclusion in San Jose's General Plan. These corridors are intended to provide neighborhood links to Coyote Creek and Guadalupe River trails, improve pedestrian circulation in the greater downtown and become part of a citywide bicycle and pedestrian network.

The residents of the 13th Street Neighborhood have distinguished primary and secondary pedestrian links that take into account the citywide objectives together with specific neighborhood objectives to reinforce these critical links.

Economic revitalization goals and objectives, particularly for 13th Street and for the local neighborhood commercial nodes, are also intimately tied to the character of the streets and ease of pedestrian movement. Residents enjoy the pedestrian qualities of their historic neighborhood, but consider enhanced pedestrian safety to be key to the success of their vision for vital neighborhood business districts.

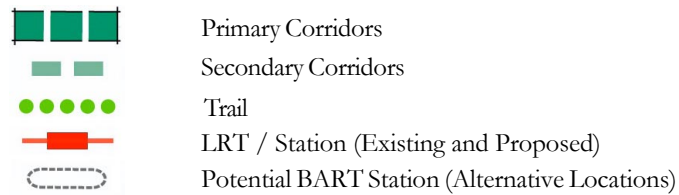
These pedestrian corridors require systematic improvements to the pedestrian environment. Those related to traffic calming are discussed in the Circulation section. Sidewalk maintenance, including paving and ramps are discussed in a following section

As illustrated in Figure 4.33, this *Plan* recommends that the City adopt a long-range implementation strategy to enhance primary pedestrian corridors including:

- E. Jackson Street (including trail access through Watson Park to the Coyote Creek Trail)
- E. Julian Street
- E. St John Street (including a bridge over Coyote Creek and trail access through Watson Park to the Coyote Creek Trail.)
- E. Empire Street
- 13th Street
- N. 5th Street
- Mission Street



Figure 4.33 Pedestrian Corridors



These improvements should be closely coordinated with those involving street operations, safety and traffic calming. Among the improvements that should be considered in greater detail are those illustrated in Figures 4.34 and 4.35:

Corner Bulb-Outs and Crosswalks. The plans illustrate a bulb-out and crosswalk at the corner to enhance the pedestrian crossing at the intersection. The bulb-out can help increase safety by identifying for both the vehicle operator and the pedestrian the safe locations for pedestrian street crossings. The bulb-outs also serve to define the boundaries of curbside parking locations and keep parked cars from encroaching into the intersection.

Pedestrian-Scaled Lighting. Pedestrian-scaled lighting with an ornamental pole and fixture can enhance the safety and the neighborhood character. Although high pressure sodium lights are the City standard metal halide should be considered for its superior color rendition.

Tree Planting. Planting street trees will reinforce the identity of the pedestrian connector streets. An expansive tree canopy will also reduce the apparent scale of the street and moderate the environment for the pedestrian.

Medians and Median Landings. A median landing is possible at the intersections as an alternative to the bulb-outs and may be desirable in certain locations. Medians can be planted and maintained by the neighborhood through an “adopt-a-street” program.

Street Furniture. Additional street furniture, including benches, trash receptacles and newsracks should be provided in particularly high volume pedestrian locations. In many cases these will fall either at bus stops or in the mixed use commercial corridor on 13th Street or Santa Clara Street, where coordinated streetscape improvements should be pursued and are discussed in preceding sections.

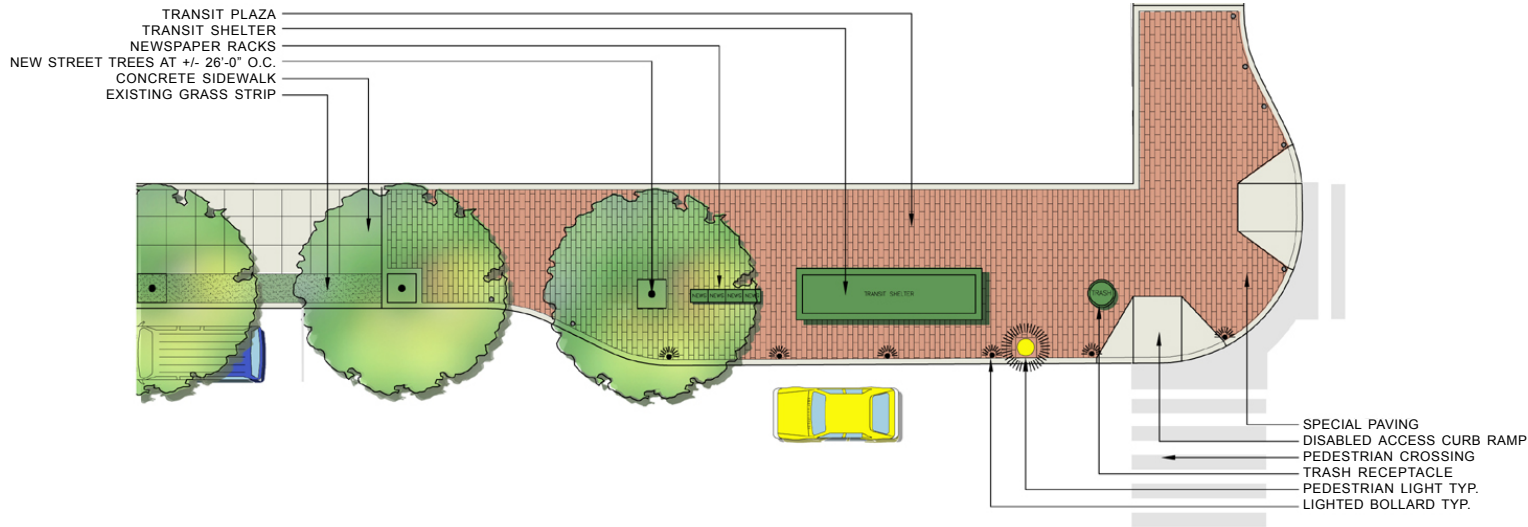


Figure 4.34 Pedestrian Corridor Improvements - Corner Sidewalk Extension

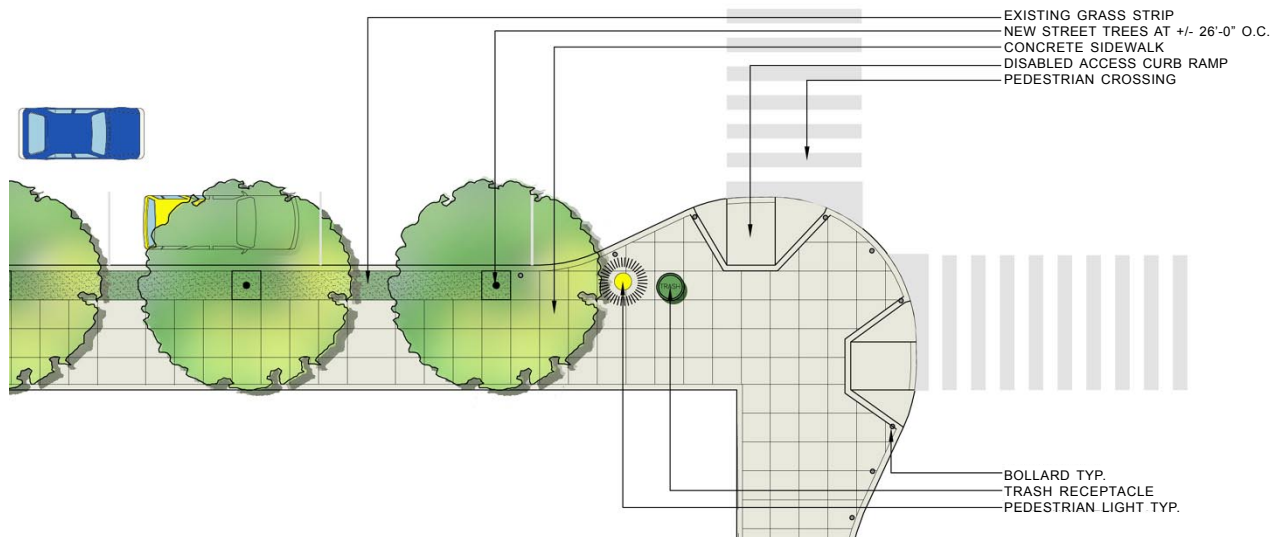


Figure 4.35 Pedestrian Corridor Improvements - Corner Sidewalk Extension

Oakland Road Gateway Enhancements

Oakland Road from Hwy 101 to Hedding Street is part of an existing roadway improvement project that includes widening the street to three travel lanes in each direction. The existing project has no budget for sidewalk improvements and landscaping. This portion of the project is in preliminary design. As shown in Figure 4.36, planned roadway modifications should be augmented with significant gateway streetscape improvements to enhance the gateway role of Oakland Road as a primary portal to the revitalized 13th Street mixed use retail district.

Median Planting/Signage. The existing planned median should be planted with major landscaping to mark the gateway. The median also provides an opportunity for gateway signage for the 13th Street retail district. Landscaping should provide a dramatic entry to the neighborhood but also be low maintenance and drought-tolerant.

Side and Setback Treatment. The sides of the roadway along Oakland Road leading into the 13th Street neighborhood should also receive significant landscape treatment to contribute to the gateway image of this zone. Sidewalks should be set behind a planted strip to buffer pedestrians from automobile traffic. Buildings on either side of the street should be set back an adequate distance from the property line to contribute to the gateway treatment in the public right-of-way.

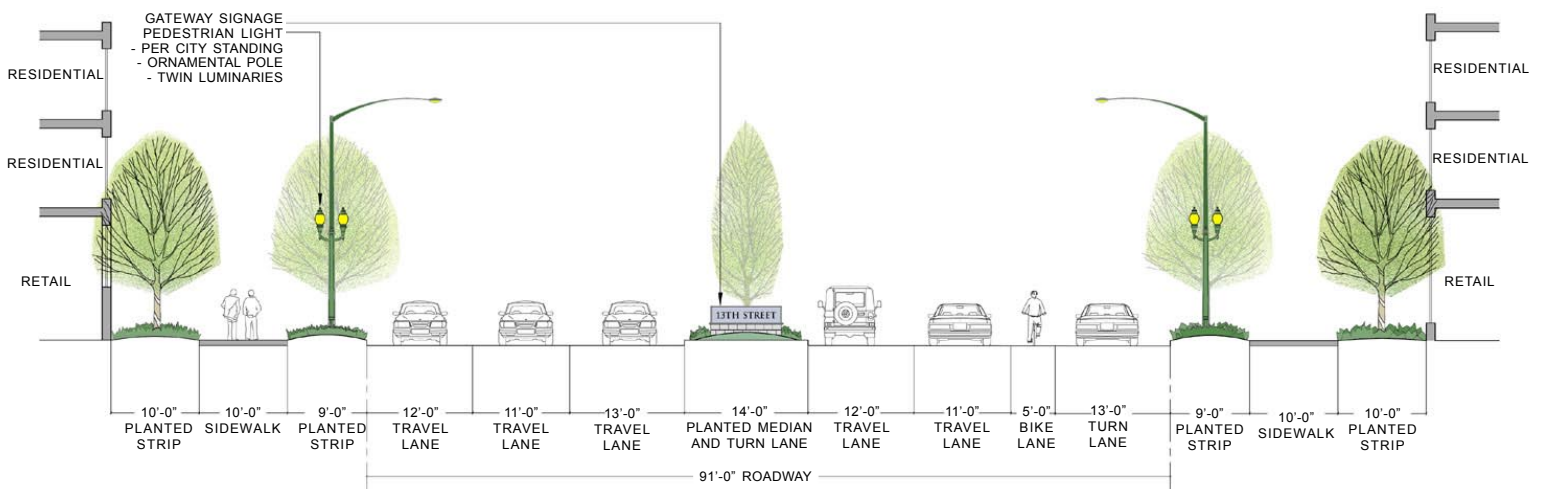


Figure 4.36 Oakland Road Gateway Enhancements

Street Maintenance and Repair

Repair and Maintain Neighborhood Sidewalks

Area-wide Curb, Gutter, and Sidewalk Repair. Initiating repair of curbs, gutters and sidewalks has been the responsibility of property owners adjacent to the area needing repair. However, the City reimburses 100% of these costs for single family properties through the Sidewalk and Curb Repair Program.

Coordination between qualifying property owners with damaged curbs, gutters and sidewalks and the Department of Transportation should be facilitated, to plan, finance and install the necessary improvements. Since resources for this type of repair are likely to be limited, this *Plan* recommends:

- **Prioritization:** Repair activities should be focused first on the priority pedestrian circulation routes identified in the Circulation Framework.
- **Coordination with Major Streetscape Improvement Projects:** Repairs on streets planned for major rehabilitation, such as 13th Street, should be properly phased to avoid unnecessary duplication.

Curb-Cut Ramping. The City's current policy will annually fund 140 wheel-chair ramps throughout the city. Given the limited funding, the Department of Transportation gives priority to those ramp requests that come from individuals who use mobile devices (wheelchairs). Requests for the sake of improved convenience (using baby carriages, shopping carts, etc.) would receive low priority under the existing funding constraints. To implement these ramps, this *Plan* specifically recommends:

- **Prioritize:** The Neighborhood Associations should identify priority intersections for these improvements.
- **Funding mechanics:** The City should identify funding mechanisms to augment the existing Department of Transportation program.

The overall condition of the street rights-of-way can substantially affect the quality of life in the neighborhood and will contribute to area-wide blight if inadequately maintained. While funds for citywide programs are limited, there are a number of programs that can contribute to the upgrading of the City streets. Active involvement by interested residents and business owners can leverage these various programs to improve the character of the neighborhood.

Utility Under-Grounding. The City maintains a list of street segments that qualify for PG&E Rule 20A funds. Under-grounding proposals compete with other under-grounding projects for priority under a Five-Year Plan, which is considered and approved by the City Council.

Under-grounding of utility lines should be pursued as a part of all major public environment improvements in the neighborhood. In particular, utility under-grounding should be a very high priority to be implemented as part of the overall redesign of 13th Street between Hedding and Jackson. Where under-grounding is unlikely or likely to be far in the future, the community would like to explore moving utility lines to rear property lines and/or obscuring utility lines with additional street tree plantings.

Area-wide Upgraded Street Cleaning

Street cleaning is currently scheduled once a month on residential streets. Commercial streets, including Santa Clara and 13th Street are scheduled to be cleaned on a weekly or twice-monthly basis. Starting in July, 2002 all residential street sweeping will increase from once to twice monthly.

A more aggressive strategy is needed to increase the effectiveness of the regular street cleaning. Components might include:

- Signs: “No Parking” signs can be installed on streets that experience poor street sweeping results and enforced to ensure that parked cars do not interfere with regularly scheduled street sweeping. Signs should clearly post street-cleaning schedules and fines.
- Citations: Ticketing of parking violators should be rigorous.
- Towing: As a last resort, consideration should be given to the installation and enforcement of “Tow Away” signs to ensure that streets are kept clear of parked cars during scheduled street sweeping.

Street Paving Repairs. The City pursues three programs to preserve and repair street paving: preventive maintenance, resurfacing, and emergency repairs. The community would like a more systematic and timely approach to repairing streets in the neighborhood, and to the repair and reconstruction of driveways, curbs and drainage.

Continued Neighborhood Cleanup Event. Support continuation of neighborhood cleanup events. The neighborhood already has organized neighborhood cleanup events to dispose of larger items that might otherwise clutter

public and private properties. The events are organized by Neighborhood Associations and use large trash bins provided by the City.

- *Semi-annual Cleanup Days:* This *Plan* recommends that the City determine the feasibility of regularly conducting semi-annual cleanup days.
- *Ad hoc Cleanup events:* The *Plan* recommends that, if regular cleanup days are inadequate or infeasible, that *Ad hoc* clean-up events be scheduled in conjunction with other neighborhood events by the Neighborhood Associations.

Improve Street Tree Maintenance Program

Current City policy is for existing street trees to be “structurally pruned” and trimmed 13 feet above the street on a 10-year cycle. All other street tree maintenance is the responsibility of the property owner. This *Plan* recommends a program be developed with the cooperation of the Neighborhood Associations, the City’s Arborist and the Department of Transportation to increase the frequency of tree trimming and improve the overall health of the street tree forest.

Upgrading Parks, Open Space and Recreation

The parks and open space resources of the neighborhood represent some of the most important and visible amenities for the residents of the 13th Street Neighborhood. The facilities and the programs that are offered at the facilities are highly valued.

Backesto Park Renovation

Backesto Park is considered the “jewel” of the City parks in the 13th Street Neighborhood and is identified as a center of community life. The 13-acre park encompasses two city blocks. The trees are full-grown and majestic and provide shelter for multiple activities. The 8 tennis courts are in great demand. The Bocce courts in the center of the park will be improved shortly. Many of the facilities and improvements at the park, however, are in disrepair. Renovation of the bathrooms and tot lot are included as projects in the last successful bond election, Measure P. Overall, lighting is inadequate, and pedestrian access at each of the corners of the park would benefit from enhanced traffic controls. The historic fountain on 13th Street, another potential amenity of the park, is not in working order.

A Master Plan should be prepared for a major renovation of the Backesto Park facilities to assure its preservation and continued improvement.

- *Coordination with funded projects:* Plans for the renovation of the bathrooms and tot lot should be reviewed to confirm compatibility with likely long term improvements to the park.
- *After School and Summer Programs:* This *Plan* recommends continuation of neighborhood-serving programs such as the after-school and summer programs that are currently operating. These programs should be coordinated to optimize their distribution and effectiveness among the parks, schools, and library locations.
- *Bocce Ball Courts:* This *Plan* recommends that the renovation and reopening of the Bocce courts be monitored to ensure wide public access and to evaluate the long term viability of this use in the park. City will work with the neighborhood to initiate activities at the courts.
- *Increased Security:* This *Plan* recommends that improvements are made to park security, including better pedestrian lighting and secured play areas.
- *Improved Access:* This *Plan* recommends that pedestrian access at the four corners be improved to minimize conflicts with traffic.
- *Historic Fountain:* This *Plan* recommends that the historic fountain be restored to operating condition, and that it be highlighted with special night time lighting, to become a feature in the park Master Plan.

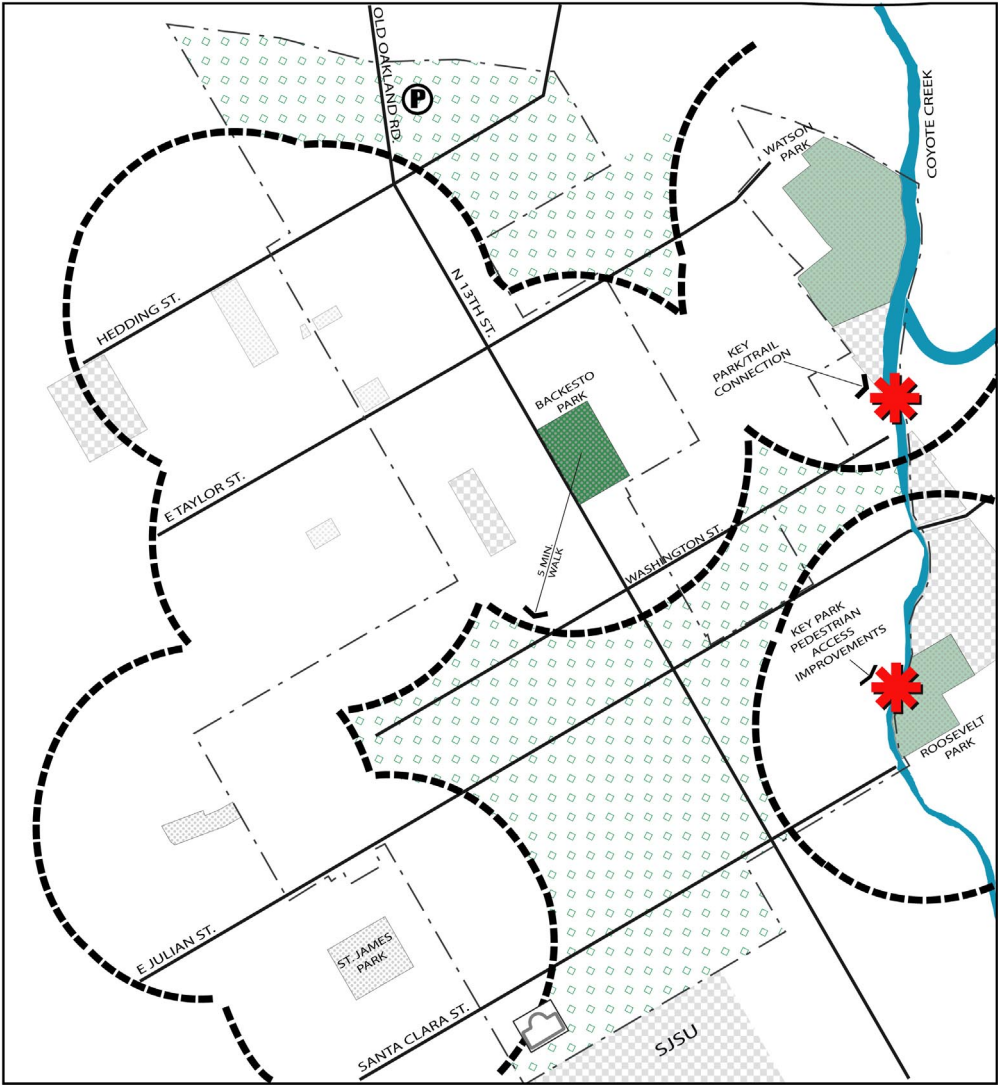


Figure 4.37 Parks, Open Space and Recreation Improvements

- Areas within 5 minute walk of Existing Parks
- - - Areas Beyond 5 Minute Walk of Existing Parks
- Ⓟ Special Park Opportunities (associated with development sites)
- ✱ Key Projects

• IMPROVEMENT CONCEPTS •



Figure 4.38 Backesto Park with its large trees and recreation facilities is a neighborhood jewel.



Figure 4.39 Backesto Park fountain needs repair to function again.

Watson Park Improvements

The 26.3-acre Watson Park is the largest in the 13th Street Neighborhood and includes the Watson Neighborhood Community Center, the Watson Soccer Bowl, and the Watson/Las Milpas Community Gardens. The park is well used by the neighborhood and draws residents from a wide area. Currently planned improvements to Watson Park include a dog walk.

Watson Park Skate Board Facility. Encourage designation of this location for a major skateboard facility. The residents of the neighborhood identified a skateboard facility as desirable to provide the neighborhood youth with an alternative to skate-boarding on the streets.

Coyote Creek Trail Improvements

The Coyote Creek multi-purpose trail provides pedestrian and bicycle access along the creek open space. As part of this improvement package, the community desires a connection to and across the creek from St. John Street through Watson Park to the trail.

Roosevelt Park Improvements

Roosevelt Park is not within but adjacent to the 13th Street neighborhood, separated by the Coyote Creek. Access is available to neighborhood residents via the bridges at Julian and on Santa Clara Street. The 10.8-acre park includes basketball courts and picnic areas. The City is currently planning a major renovation and expansion of the existing community center located at the Park increasing the facility by 23,000 SF to a total of 40,300 SF. The expansion includes development of a roller hockey rink and multi-service center. These improvements, plus those planned for Watson Park, will result in significant neighborhood amenities that can be shared among neighborhoods, and for which access should be a high priority.

New Community Parks

As shown in Figure 4.37, the 13th Street neighborhood is generally underserved with parks and recreation facilities.

Special Park Opportunities. The community would like to include publicly accessible open space in the overall project programming for long term redevelopment of the Modern Ice property to help meet the park and recreational needs of the adjacent neighborhoods.

Mini-parks and Tot-Lots. The feasibility of developing mini-parks and tot-lots in the neighborhood should be explored, since large new neighborhood parks are unlikely. Throughout the 13th Street Neighborhood, mini-parks and tot-lots could help meet the shortfall of recreation and open space.

Improving Library, Schools and other Community Facilities and Services

The Joyce Ellington Branch Library is a major public facility and amenity for the 13th Street Neighborhood. Despite its small size, it is one of the few branch libraries with a community room and is cherished by the residents for its convenience and history in the community. There are four neighborhood elementary schools in the 13th Street neighborhood. San Jose Unified School District operates three; the fourth is a small but historic parochial school. The school and the parish both have strong ties to the Vietnamese community.

The San Jose Medical Center is located on the north side of Santa Clara Street between North 14th and North 17th Streets and is the only fully equipped hospital in the central portion of San Jose. The medical center also provides the only trauma care facilities immediately available to downtown residents and neighborhoods.

The Salvation Army operates several service programs on a strategic parcel located between 3rd and 4th Streets and subdivided by the Railroad right-of-way. This former industrial site is in the middle of the Hensley Historic District.

The safety and security of the neighborhoods is a concern of the community. The heavy concentration of service providers and attendant homeless and/or vagrants, concentrations of liquor stores and bars, the railroad rights-of-way which are difficult to patrol and consequently invite vandalism, graffiti, trash, and the speed and volume of through traffic, are all of concern.

The community advocates greater enforcement of existing laws and codes that address many of the issues noted above. In addition, however, the community desires investigation of reducing the inordinate impacts on this neighborhood of certain regional and citywide problems, as noted in other sections of this report.

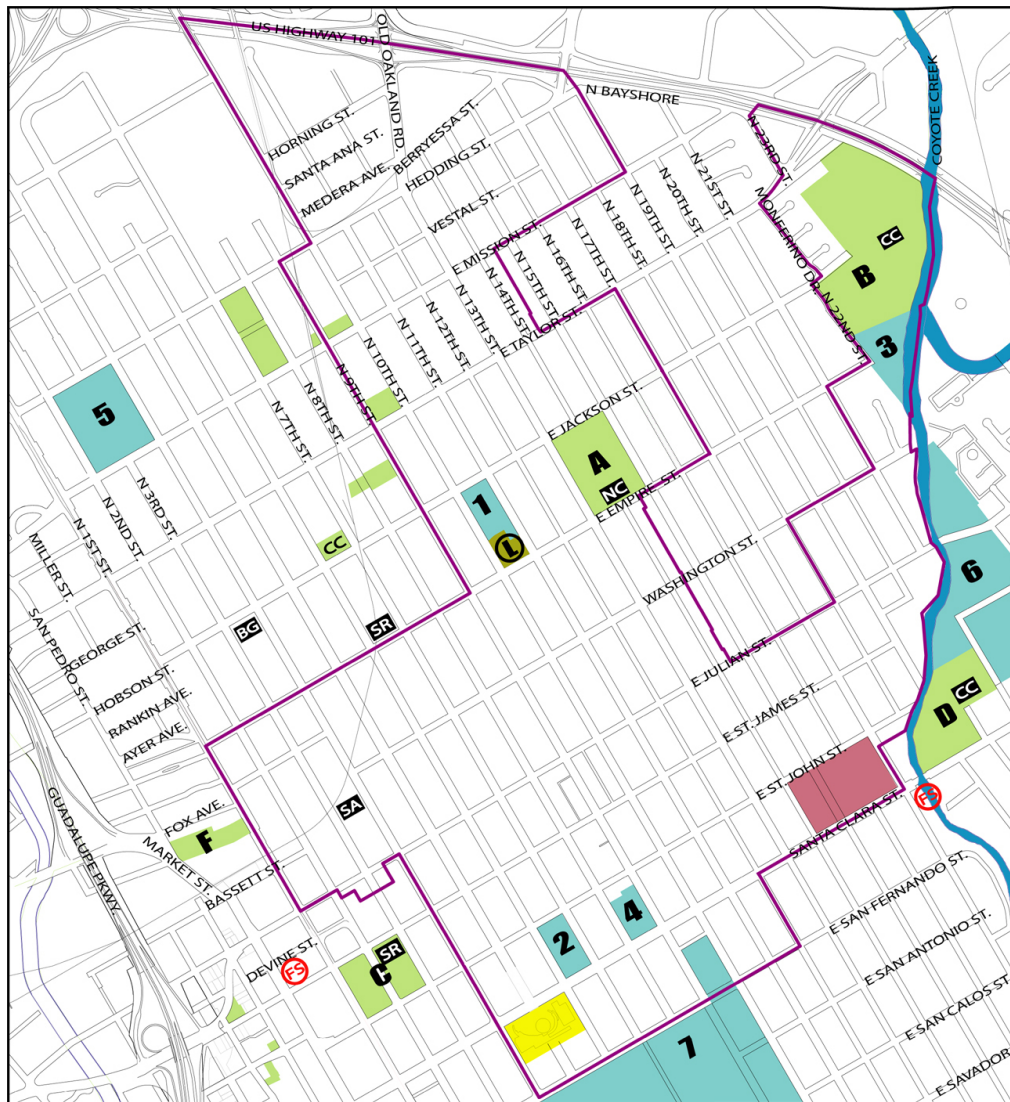




Figure 4.40 Existing Community Facilities

A	Backesto Park	1	Grant Academy Elementary School
B	Watson Park	2	Horace Mann Elementary School
C	St. James Park	3	Empire Gardens Elementary School
D	Roosevelt Park	4	St. Patrick Elementary School (Private)
E	Bernal Park	5	Peter Burnett Middle School
F	Ryland Park	6	San Jose Academy High School
		7	CSU San Jose
CC	Community Center	(FS)	Fire Stations
C	Future Community Center	(L)	Joyce Ellington Library
NC	Neighborhood Center		New San Jose Civic Center
BG	Boys / Girls Club		San Jose Medical Center
SA	Salvation Army		
SR	Senior Citizen Center		

Monitor and Ensure Community Involvement in the Joyce Ellington Branch Library Expansion

The current Joyce Ellington Branch Library is 6,912 SF, only a third of the size projected to be needed, as determined by the Library Department's "Branch Facilities Master Plan," approved September 2000. The Department is committed to increasing the capacity of the branch to a proposed 17,000 SF and providing supporting parking places. The current branch site is adjacent to Grant Academy Elementary School on a site leased from the San Jose Unified School District. Increasing the capacity of the Joyce Ellington Branch is part of a larger staged improvement program that takes into account all of the needs of the branches. Joyce Ellington Branch is scheduled as part of Phase II, with improvements to be completed in 2007.

Maintaining the branch at its current central location emerged as a very high neighborhood priority.

Coordination of Library Project Design. The NAC and neighborhood associations desire ongoing involvement with improvement plans for the Library and Grant Academy. Site planning objectives include:

- *Pedestrian Circulation:* Improve the connections with the school to provide more direct access for children arriving from the school.
- *Parking:* Encourage the Library Department and School District to provide and operate shared or joint parking facilities in order to minimize the size and circulation requirements of on-site lots.
- *2nd Story:* Encourage the Library Department to consider a two-story building to better fit the facility onto a constrained site.
- *Safe Pedestrian Access:* Improve safe pedestrian crossings at the 10th and 11th Street intersections with Empire Street.
- *After-School Programs:* Encourage the Library Department to coordinate with the School District and PRNS to coordinate locations for the popular after-school and summer-time programs.

Enhancing Neighborhood Safety and Security

Increase Police Surveillance with the Neighborhood

Increased police surveillance is desired by the community to help combat the periodic illegal behaviors found in the neighborhood. The concentration of service providers, as well as the prevalence of bars and liquor stores has resulted in activities that seriously detract from the sense of security and safety in the neighborhood.

Information should be made available on a regular basis to the neighborhood and business associations and other groups to ensure that residents, tenants and business owners alert law enforcement professionals about problems or crimes. As part of the SNI planning effort, the police have indicated their eagerness to meet with neighborhood groups and to be as responsive as possible to community concerns.

Monitor and Provide Input on Regional and Citywide Policies on Parolees, Sex Offenders and Service Agency Locations

Neighborhood residents and businesses are aware that the 13th Street area of downtown San Jose receives a disproportionate number of parolees from state and federal prisons. Although means exist for identifying placement of certain kinds of parolees, such as sex offenders, the community nonetheless feels that further protections are needed to ensure community safety.

The community would like ongoing attention to the need for redirecting the placement of parolees in the downtown neighborhoods so that they are not disproportionately concentrated in this area. This is obviously not merely a local issue, but will require regional cooperation.

In addition, the community wants to encourage residents and business owners to become knowledgeable about the available sources of information at the local police departments concerning paroled sex offenders in the neighborhood. Coordination with law enforcement officials, as noted in the preceding section, can be a part of this effort as well.

Ensure the Continued Availability of Hospital Services, Particularly Trauma Services, for Downtown Neighborhoods

Although the San Jose Medical Center has withdrawn its prior announcement that it was planning to close, it is perhaps still considering a closure. The 13th Street neighborhoods as well as other Downtown neighborhoods are extremely concerned about and opposed to the closure of this facility. The Medical Center is the only hospital serving San Jose's Downtown and central city neighborhoods. The 13th Street NAC feels strongly that closure of the Medical Center would leave current and future central city residents, employees and visitors significantly at risk due to the absence of any conveniently located hospital services, particularly trauma services. In the community's opinion, the central part of the City, with its expectations of substantial growth and intensification over the next 20 years, is exactly the kind of location where adequate medical services are most needed.

The community does, however, recognize that the City of San Jose has no means of requiring the present hospital administration to keep the facility open and that efforts to keep it open may have to be indirect. If the Medical Center does choose to close, other solutions need to be found, among them: another operator for the present facility; a new hospital at another central city location; only a partial closure of the Medical Center; or a relocation of the most critically needed services to a new central city site. The service loss that most concerns the 13th Street community is the Trauma Center. Community members feel that the many minutes, or more, that would be lost in transporting Downtown patients to Alexian Hospital, otherwise the probable nearest trauma services, could make a critical difference for many patients. In addition to travel time lost, there is a concern about the quality of the care that could be provided if a single trauma services facility is expected to handle all of the emergencies generated by the greater part of San Jose's population and geographic area.

The potential closure of the Medical center is a complex issue that will require the City's and the communities' attention and, particularly, may require some very creative solutions.

Action Plan

The Action Plan for the *13th Street Neighborhood Implementation Plan* is intended to provide guidance in the implementation of the plans, policies, and program identified as important in the revitalization effort.

The Action Plan includes:

- Approach
- Role of the Community
- Role of the City
- Top Priority Improvement Projects
- Action Matrix

Approach

A clear and well-defined approach to implementation is essential to implementing the priority actions of the 13th Street Neighborhood Improvement Plan. This section provides the overall strategy for implementing the priority projects identified by the NAC and the community. Implementation will require leadership and commitment on the part of community groups and individuals, as well as strong coordination, organization and accountability from City departments.

The 13th Street NAC has identified over 50 specific plans, programs or projects that are part of the Neighborhood Improvement Plan and are outlined in the Action Matrix in this section. The community also identified "top ten" priority actions for immediate implementation, which are described in the section that follows. Resource constraints make it impossible to implement all of the actions in the Action Plan in the near term. Existing resources will, rather, be focused on the actions that the NAC and community have identified as being most important and that will make the most tangible difference to residents and local businesses.

To support the progress and completion of each action item, City departments and/or community organizations or members have been identified as having responsibility; in most cases a "Lead Responsibility" has also been identified. Potential funding sources, and the relative timing of the various actions are also identified.

Role of the Community

The 13th Street Neighborhood Advisory Committee (NAC) has had the lead role in working with the community, city staff and consultants to prepare the Neighborhood Improvement Plan. This committee has devoted considerable time and energy to articulating a vision for the future of the 13th Street neighborhood and identifying priority actions to achieve the community's goals.

Now a transition will occur to a new committee, the Plan Implementation Committee. This committee will have several primary responsibilities:

- Promote implementation of the top priority actions;
- Seek funding from the City and other sources;
- Monitor project completion;
- Provide input to the City for design and development of public projects;
- Act as an information liaison to the neighborhood on activities;
- Periodically review the action plan and reset priorities as needed; and
- Coordinate with neighborhood associations, business associations, and the PAC on appropriate redevelopment projects within the 13th Street Neighborhood.

While the Plan Implementation Committee will be the community lead on Plan implementation, the neighborhood associations, individual residents, business and property owners, and community based organizations will all need to play a significant part in implementing the Plan and improving the livability of the 13th Street area. Throughout the implementation process it should be remembered that a primary purpose of the Strong Neighborhoods Initiative is to create a strong 13th Street area by strengthening the existing neighborhood associations. The Strong Neighborhoods Initiative seeks to empower the Northside, Hensley, Horace Mann, and Julian/St. James Neighborhood Associations, as well as individual community members and area community-based organizations, to tackle and solve neighborhood issues now and in the future.

Role of the City

The City of San Jose will play an important role in implementation by being a catalyst for selected actions, and by allocating or identifying appropriate resources for the area. For each of the priority items with City responsibility, the City will assign a lead department or division, which is in turn responsible for assigning a project manager for overall coordination. The responsibilities of the lead department and project manager include:

- Make Strong Neighborhoods projects a priority;
- Follow a project from initiation to completion and frequently report back to the Implementation Committee and community on the progress of implementation;
- Attend community meetings to speak on the status of a project;
- Strategize to find resources for the priority actions, including redeployment where possible and advocacy of additional funding where appropriate;
- Provide technical guidance; and
- Project project management in cases of City funded projects.

The Neighborhood Team, consisting of representatives of Code Enforcement, Planning, Neighborhood Services, and the Redevelopment Agency will continue to provide support to the 13th Street community through the implementation phase. The Community Coordinator from the Neighborhood Services Division and/or the Development Officer from the Redevelopment Agency will have the lead role in coordinating the implementation efforts and will take the lead in working with community members, City departments and outside agencies to implement the Plan. Additionally the Development Officer from the Redevelopment Agency will be the lead on all redevelopment projects and opportunities within the neighborhood and will coordinate the implementation of all redevelopment projects and serve as technical advisor to area businesses.

Top Priority Improvement Projects

The NAC identified ten top priority actions for the 13th Street Neighborhood. The priority actions include the following:

1. Convert One-Way Streets (3rd, 4th, 10th, 11th, Julian and St. James) to Two-Way Residential Streets
2. Implement 13th Street Mixed Use Neighborhood Business Corridor Redevelopment between Empire Street and U.S. 101
3. Design and Implement 13th Street Streetscape Improvements between Jackson Street and U.S. 101 (including Old Oakland Road)
4. Implement Traffic Calming Improvements
5. Implement Pedestrian Corridor Enhancements
6. Ensure the Availability of Medical Facilities, Particularly Trauma Center Services, within the Greater Downtown
7. Increase Code Enforcement Activities Regarding Residential Property Maintenance
8. Renovate Backesto Park
9. Implement Bicycle Route/ Trail Improvements along Coyote Creek and in an East-West Corridor to Link Coyote Creek and the Guadalupe River Park
10. Encourage Small Residential Vacant Lot Infill with Historic Buildings or Appropriately Scaled Projects that Maintain the Character of the Neighborhood

Additionally, the NAC supports continuing efforts by the city to expand knowledge and use of existing residential property improvement programs, and to explore opportunities to increase home ownership by neighborhood residents through public and private resources.

Following are descriptions of each of the high priority projects identified by the community. Included are summaries of the issues, how the plan addresses the issues, the actions required, responsibilities, timing and estimated costs. Each priority project is referenced to the Action Matrix, which includes all projects identified in this plan, and which summarizes the actions, responsibilities, timeframes and potential funding sources. This matrix will provide a working tool for the City, neighborhood and other participants to implement this *Plan*.

1. Convert One-Way Streets (3rd, 4th, 10th 11th, and Julian and St. James) to Two Way Residential Streets

Issue:

The community and NAC feel that the three two-way pairs of streets that traverse their neighborhoods result in unfortunate levels of traffic, noise and speeding that are highly disruptive of the neighborhood. These streets seem to carry a great deal of non-local traffic, that is, trips destined for the downtown or other places, that do not originate or end in the 13th Street neighborhoods. The community feels that the 13th Street neighborhood is disproportionately impacted by the current operation of these streets.

Discussion:

The community strongly supports converting 3rd and 4th, 10th and 11th and Julian and St. James street couplets from one way back to two-way residential streets. The couplets are currently being studied as part of the Downtown San Jose Traffic Access and Circulation Study, which should be completed in the Spring of 2002. This study will make recommendations regarding citywide and regional access to the downtown.

With the conversion of the couplets, there is an opportunity for these streets to function more like local streets, with lower traffic speeds and volumes. The cost of the conversions would vary significantly depending on how they are implemented and what amenities are installed. The more amenities, the greater the cost.

Action/ Steps:

- a. NAC monitor Downtown San Jose Traffic Access and Circulation Study.
- b. NAC and community continue to advocate for conversion of one-way couplets to minor streets.
- c. Complete Downtown San Jose Traffic Access and Circulation Study.
- d. Identify scope of relevant projects with community.
- e. Identify potential funding sources.
- f. Secure funding to implement conversions and desired amenities.
- g. Prepare engineering drawings.
- h. Prepare schedule and cost estimate.
- i. Implement conversions with appropriate amenities.

Responsibilities:

DOT, SJRA (study only), NAC, Neighborhood Associations, PR&NS

Timing:

(If conversions are recommended by the Downtown San Jose Traffic Access and Circulation Study and approved by the City Council.)

Immediate: a,b,c

Short-term: d,e

Short to Medium-term: f, g, h

Medium-term: i

Cost:

Specific costs to be determined after results of Downtown San Jose Traffic Access and Circulation Study.

2. Implement 13th Street Mixed Use Neighborhood Business Corridor Redevelopment between Empire Street and U.S. 101

Issues:

The 13th Street commercial corridor between U.S. 101 and Jackson, including the corners at Empire and 13th Street is underutilized, but has the potential to be a mixed use, local-serving retail center for the neighborhood. This zone suffers from an oversupply of liquor stores and bars, as well as auto repair and supply businesses, given its position as the perceived heart of the community.

Discussion:

The community strongly supports upgrading this area to serve as a pedestrian-friendly neighborhood “town center” with services and amenities that would be attractive to residents. As part of the redevelopment of the 13th Street corridor the residents support multi-family housing as an appropriate use, generally with residential over ground floor retail. Housing types can include attached townhouses or stacked flats, but should provide, to the extent possible, an uninterrupted street façade facing 13th.

Over time, ground floor retail and business services are desirable along the entire corridor between Jackson and Hedding. However, market support for these uses may take time to develop. New or infill development should be designed to fit into the existing neighborhood context in terms of scale, architectural character and appropriate uses. New commercial uses should be neighborhood-oriented. Early efforts should focus on the two blocks between Jackson and Mission Streets. North of Hedding, retail uses may be feasible in the future redevelopment of the Modern Ice site. Over time, the Horning industrial area can also potentially have retail uses along the 13th street right-of-way.

Examples of desirable neighborhood-oriented businesses include:

- Restaurants and cafes
- Retail
- Medical Services
- Personal Services
- Education or Training

Community members strongly support efforts to retain those existing businesses that complement the vision of a neighborhood-serving commercial district.

Action/ Steps:

- a. Explore establishing a Neighborhood Business District.
- b. Prepare a Master Plan for the business corridor, and identify catalyst project(s) in the process.
- c. Pursue funding to assemble/acquire properties or work with private developers to do the same to facilitate implementation of the Master Plan.
- d. Encourage private developers to begin implementation of Master Plan.
- e. Explore development of a relocation and improvement plan for auto-serving and other non-conforming uses.
- f. Develop additional outreach strategies to ensure and encourage continued community review/participation in the development review process.
- g. Provide support to existing businesses through OED and SJRA programs.
- h. Identify and assist displaced businesses from downtown to relocate to 13th Street if they have potential to contribute to the success of the 13th Street Neighborhood Business Corridor.

Responsibilities:

SRA, PB&CE, OED, CODE, PD, Neighborhood Associations, NAC, Property-Business Owners Association, Private Developers

Timing:

Immediate: a

Short-term: b, d

Short to Medium-term: c, e

Ongoing: f, g, h

Cost:

Master Plan between \$150,000 to \$200,000.

Some costs subject to City Budget Appropriations. Other costs determined as scope is defined.

Note:

Immediate: 0-18 months

Short-term: 0-3 years

Medium-term: 4-6 years

Long-term: 7+ years

3. Design and Implement 13th Street Streetscape Improvements between Empire and U.S. 101 (including Old Oakland Road)

Issues:

As noted earlier, the community supports redeveloping the 13th Street corridor between Jackson and U.S. 101 and the Empire corners, as a local-serving, mixed-use commercial district, which would be the neighborhood “town center”. In addition to the redevelopment and improvements to individual properties, the street environment must be improved. Lighting is poor along the street, with pedestrian lighting essentially non-existent. Sidewalks are in need of repair, utility poles dominate the skyline, and pedestrian amenities, such as benches, do not exist. In general the street is not a welcoming environment.

The Oakland Road/ U.S. 101 over-crossing ramps and roadway areas lack any features that would serve to positively mark the presence of the 13th Street business and residential community to the south. Preliminary plans have been prepared for improvements to the roadway, but at this time there are not funds for significant streetscape improvements. In addition, the properties on either side of the roadway do not contribute to a positive image of the entry.

Discussion:

Implementation of a streetscape improvement program in conjunction with redevelopment of properties along this corridor will result in a significant change of image for this corridor and is likely to prompt additional private investment in buildings and businesses, and will make this a more attractive retail location. Improvements should include:

- Sidewalk repair and street tree plantings along the length of the corridor
- Reduced traffic lane width to slow through traffic and improve visibility of businesses
- Consideration of mid-block pedestrian crossings to facilitate movement from one side to another of the long blocks.
- Corner bulbouts to improve the pedestrian environment, facilitate street crossing for pedestrians, and improve safety.

The current plans for Old Oakland Road improvements include a median area that should be designated to mark the northern end of the commercial corridor, with high profile plantings, special lighting and perhaps signage.

Action/ Steps:

- a. Identify funding for design and implementation
- b. Prepare design and construction documents for streetscape improvements with community input
- c. Develop outreach and information program for property owners and tenants
- d. Prepare bid documents
- e. Award contract to successful bidder
- f. Implement improvements

Actions (Old Oakland Road):

- a. Prepare overall design concept for enhanced gateway treatment with community input.
- b. Prepare plans for landscaping to be incorporated into current plans for right-of-way improvements.
- c. Identify costs and funding.
- d. Prepare design and construction documents.
- e. Prepare bid documents.
- f. Award contract to successful bidder.
- g. Implement enhanced right-of-way improvements.
- h. Monitor development plans for Modern Ice site - ensure provision of supplemental setbacks and landscaping to contribute to coordinated gateway treatment.

Responsibility:

SJRA, DOT, DPW, PB&CE, PB, OED, PR&NS, CE, NAC, Neighborhood Associations and Business Association

Timing:

Short-term: a, b, c, (Old Okaland Rd: a, b, c, d)

Medium-term: d, e, f, (Old Oakland Rd: e, f, g)

Immediate to Long-term: Old Oakland Rd: h

Costs:

13th Street: \$2.5 million to \$4 million

Old Oakland Road: \$200,000 - \$300,000 (irrigation, lighting, landscaping)

4. Conduct Traffic Calming Studies and Implement Traffic Calming Improvements

Issues:

As noted in the section regarding conversion of the one-way streets, the community clearly feels that neighborhood streets are negatively affected by speeding and traffic volumes. The NAC and others have walked streets and identified numerous instances of dangerous intersections and street corridors, in particular where there are linkages among important neighborhood destinations for school children and residents, such as schools and parks. Other issues include the significant incursions of trucks and other industrial-related traffic into residential neighborhoods, with the resulting noise and safety impacts.

Discussion:

The community strongly recommends that specific traffic calming measures be identified and implemented immediately in those areas of greatest need. In addition, after the couplet conversion is completed, further traffic calming measures should be considered in order to better tailor solutions to the new traffic patterns that will result from the conversion.

The community has identified the portion of the 13th Street commercial corridor, from Hedding to Empire Streets, as more local serving than the portion north of Hedding. As a consequence, these blocks should also receive traffic calming improvements, in coordination with streetscape and other amenities.

The NAC and community have identified locations throughout the neighborhood where additional traffic calming improvements are needed. These can be found in the Appendix.

Action/ Steps:

- a. Initiate traffic calming studies based on priority locations identified by NAC.
- b. Complete studies and design traffic calming measures.
- c. Determine cost and scheduling of initial traffic calming measures.
- d. Implement initial traffic calming.
- e. Complete Downtown Access Study and determine future traffic impacts.
- f. Identify additional traffic calming measures for implementation.
- g. Install final traffic calming measures.
- h. Monitor traffic throughout neighborhood post-conversion.
- i. Identify further traffic calming measures if necessary.

Responsibilities:

DOT, Neighborhood Associations, NAC

Timing:

Short-term: a, c

Short to Medium-term: b, c, d, f

Short to Long-term: g, h, i

Costs:

Subject to study results

5. Implement Pedestrian Corridor Enhancements

Issues:

Pedestrian movement throughout the neighborhood, and particular between key destinations such as the schools and parks, is impeded by high traffic volumes, speeding, and lack of pedestrian improvements. Sidewalks are in poor repair in many areas, many corners lack curb cuts for handicap ramps, street trees and accompanying shade are missing in many areas, little street furniture exists, and pedestrian-scaled lighting is missing. As a consequence, the pedestrian environment is not attractive and needs significant improvement.

Discussion:

The Pedestrian Neighborhood Connectors are those streets identified in the Revitalization Plans, Figure 4.33, as primary pedestrian routes connecting the local residents to key public facilities and commercial services. The streets include:

- Jackson Street
- St John Street
- Empire Street
- San Fernando
- 13th Street
- 5th Street
- Santa Clara
- Julian

Pedestrian environments along these streets should be enhanced by the addition of street trees, landscaped bulb outs at corners, historic-styled pedestrian lights, handicap ramps, special crosswalks and appropriate street furniture.

Action/ Steps:

- a. Identify funding.
- b. Establish phasing and priorities with neighborhood associations and community groups.
- c. Prepare design and construction documents with community input.
- d. Prepare bid documents and bid the contract.
- e. Award contract to the successful bidder.
- f. Implement improvements.

Responsibilities:

SJRA (Lead Agency), DOT, PB&CE, DPW, PR&NS, DOT, NAC, Neighborhood Associations.

Timing:

Short-term: a, b, c

Short to Long-term: c- f

Costs:

Approximately \$1-2 Million total cost:

- \$13,000 per antique pedestrian light
- \$1,000 per bench
- \$1,000 to \$1,200 per trash can
- \$500 to \$600 to plant 24-inch box tree
- Sidewalk costs vary

6. Ensure the Availability of Medical Facilities, Particularly Trauma Center Services, within the Greater Downtown

Issues:

The community considers the San Jose Medical Center to be a vital resource within the Downtown area, providing greatly needed medical and, more specifically, trauma services. In the recent past, there has been some indication that the Medical Center may be considering a closure of the facility and many central City neighborhoods, including 13th Street neighborhoods, have been very vocal in their opposition to a closure. At this point in time, however, plans to close the Medical Center seem to be in abeyance.

Discussion:

The 13th Street community feels that the services of a full service hospital are critical to the health and safety of the large and growing Central San Jose residential, employee and visitor populations. The San Jose Medical Center and only one other hospital currently serve the greater part of San Jose, perhaps representing one third to one half of the population of Santa Clara County. The Medical Center provides the primary service for the increasingly large and uniquely dense populations within the central part of the City.

The community recognizes that the City cannot require the Medical Center to remain open and, therefore, urges the City and Downtown residents and others to apply a variety of indirect techniques toward keeping this facility, or a fully equivalent one, at this or another Downtown location. Techniques might include providing and sharing relevant information, assistance of various kinds, creative full service hospital/mixed use redevelopment of the site, etc. A first step should be the hospital needs assessment planned by Santa Clara County at one time. Although the City of San Jose has agreed to pay one half the cost of the needs assessment, the County has not proceeded with it.

Action/Steps

- a. Monitor Medical Center announcements regarding plans for changes to the facility or its programs.
- b. Advocate for the conduct of the hospital needs assessment study.
- c. Develop lines of communication with the Medical Center administration.
- d. Develop a familiarity with Medical Center and broader hospital/medical services issues.
- e. Be prepared to use whatever tools may be available to discourage the closure of the Medical Center or any of its major services.
- f. Consider providing some level and type of assistance that the Medical Center may require to remain at its site.

• ACTION PLAN •

Responsibilities

City of San Jose, NAC, Neighborhood Associations, SJRA, PB&CE

Timing:

Immediate: b

Ongoing: a,c, d, e, f

Costs:

Unknown

7. Increase Code Enforcement Activities and Related Programs to Improve Residential Property Conditions and Maintenance

Issues:

The residential resources of the community, as well as its image, are perceived to be eroding due to lack of maintenance and inadequate enforcement of existing City codes that allows sub-standard conditions to persist.

Discussion:

The community and NAC have placed a high priority on the protection and enhancement of their residential areas and perceive that maintenance and code enforcement are keys to achieving attractive, stable neighborhoods. Full success, however, may require additional supportive programs such as property owner training.

While code enforcement can be a powerful tool for removing blighted conditions, many residents expressed concern that the City has insufficient staff to adequately respond to complaints.

The community also desires to maintain and preserve its late 19th/early 20th Century dwellings and other historic structures that enhance the character of the area and link these neighborhoods with the early history of San Jose and its Downtown. Code enforcement activities should remain sensitive to this goal.

Particular care should be taken to ensure that all required approvals are obtained before changes or repairs to historic buildings are made. An ongoing educational and outreach program to the owners of such properties could be an effective way to help achieve historic integrity in the area. It is possible that many new owners are not aware of the historic characteristics and value of their buildings and how to maintain them.

Action/ Steps:

- a. Pursue adding more code enforcement inspectors to increase proactive enforcement and to improve response time to code complaints in the 13th Street area.
- b. Encourage property owners to enhance existing housing by improving and upgrading the condition and appearance of their buildings and properties.
- c. Encourage property owners to strengthen the management of their properties and increase maintenance activities.
- d. Organize and host a variety of workshops to inform area residents and

property owners about good tenant management techniques and opportunities for improving their properties.

- e. Utilize the new Blight Ordinance (June 2002) to increase enforcement on duplexes and multi-family housing.
- f. Encourage tenants to report problems first to property owners, then to Code Enforcement (if the issue is not resolved) for a “Complaint” inspection.
- g. Encourage property owners to take an active part in caring for their properties.
- h. Recruit and organize volunteers to monitor blighted properties in the neighborhood.
- i. Increase community awareness of the City’s Anti-Graffiti Program and encourage residential property owners to remove graffiti promptly.
- j. Encourage use of existing city residential property improvement programs

Responsibilities:

PB&CE (code enforcement), PR&NS, Housing, SJRA, Neighborhood Associations, County of Santa Clara.

Timing:

Ongoing

Cost:

Subject to City Budget Appropriation

8. Renovate Backesto Park

Issues:

Backesto Park is considered a major community amenity, in many ways the community's "heart". In addition, it is located in a key location and will anchor the southern end of the planned 13th Street commercial corridor. The park is in need of improvements; some renovation of restrooms and tot lot are currently funded.

Discussion:

The Plan recommends that the City update the Master Plan for renovation of the parks facilities and improvements. This should be coordinated with the currently funded improvements. The plan should be coordinated with local schools to ensure adequate facilities for after school and summer programs. Implementation of improved lighting will be key, as will traffic calming and pedestrian improvements at adjacent intersections to improve access and safety. The fountain should be a special renovation project.

Actions:

- a. Prepare master plan for long term improvements to the park.
- b. Identify funding and phasing.
- c. Prepare design and construction documents for priority projects with community input.
- d. Prepare bid documents and bid the project.
- e. Award contract to successful bidder.
- f. Construct/install improvements.

Responsibilities:

DPW, Parks Planning, NAC, Neighborhood Associations, SJRA, PR&NS, Business Associations.

Timing:

Short-term: a, b

Medium-term: c, d, e, f

Costs:

\$125,000 for the Master Plan

City Budget Improvement costs will vary depending on final design.

9. Implement Bicycle Route/ Trail Improvements along Coyote Creek and in an East West Corridor to Link Coyote Creek and the Guadalupe River Park

Issues:

Bicycle circulation within the neighborhood is relatively good. However, there are specific missing links that limit easy bicycle access to key neighborhood and city amenities, such as Coyote Creek Park and Guadalupe River Park.

Discussion:

The Plan recommends that the City prepare a master plan to determine the feasibility of a multi-purpose trail along Coyote Creek in the reach from Santa Clara Street to the Taylor Street overcrossing of Hwy 101. Incorporate bike circulation facilities and improvements into the future planning for the multi-purpose trail corridor along Coyote Creek. As part of these improvements, provide safe, convenient, and well-posted access to the Creek from the 13th Street Neighborhood. Coordinate with City-wide bicycle circulation planning efforts to identify and implement an additional east-west bicycle link to connect the Guadalupe Park Corridor with the planned Coyote Creek Corridor.

Actions/Steps:

- a. Identify an appropriate bicycle route between the Guadalupe River and Coyote Creek. Identify any needed improvements.
- b. Prepare a conceptual plan for the alignment of the Coyote Creek Trail.
- c. Identify preliminary costs and funding.
- d. Prepare Coyote Creek Trail Master Plan; coordinate trail improvements and scheduling with similar neighborhood-based efforts along other segments of Coyote Creek.
- e. Install east-west corridor bicycle route markings and improvements.
- f. Construct the Coyote Creek Trail improvements.

Responsibility:

DOT, NAC, Neighborhood Associations, Walk San Jose, CBO's, DPW Parks, SJRA, PR&NS, Silicon Valley Bicycle Coalition.

Timing:

Short-term: a, b, c

Medium-term: d, e, f

Costs:

Improvement costs will vary depending on improvements. Sources:

- CIP
- Grants (MTC, Caltrans)
- RDA

10. Encourage Small Residential Vacant Lot Infill with Historic Buildings or Appropriately Scaled Projects that Maintain the Character of the Neighborhood

Issue:

The neighborhood has a number of vacant lots and/or abandoned properties that negatively affect the character of the community and its sense of safety. However, the community is very concerned about maintaining the smaller scale of development and avoiding juxtapositions of too large and massive development in neighborhood areas.

Discussion:

The community strongly supports continuing efforts to relocate historic properties from the downtown and elsewhere into the 13th Street Neighborhood. In addition, the community would like a role in evaluating the compatibility of proposed residential projects.

The Neighborhood Associations should be utilized to solicit comments regarding compatibility with the neighborhood. This input should be received prior to development approval.

The community supports the existing Civic Plaza Historic House Moving Program as an on-going neighborhood initiative to identify candidate structures and sites from Redevelopment Agency activities or other City activities to increase the number of historic/older structures moved onto vacant sites within the neighborhood

Action/ Steps:

House Moving

- a. Inventory candidate sites.
- b. Identify potential structures to be moved.
- c. Determine cost to move.
- d. Work with site owners to enable relocation through purchase or relocation subsidy.
- e. Secure funds to defray or subsidize cost.
- f. Review with community for compatibility.
- g. Secure required permits and approvals.
- h. Prepare site/move home.

New Development

- a. Identify sites that may be appropriate for new development.
- b. Work with developers, private property owners, Neighborhood Associations and potential residents to identify appropriate projects for each site.
- c. Continue to help fine tune proposed projects; support approval/development of appropriate projects.

Responsibility:

SJRA, PB&CE, Neighborhood Associations, Developers, Property Owners.

(House Moving: g, h)

(New Development: a, b, c)

Timing:

Short to Long-term (0-10 years).

Cost:

To be determined: Historic house relocations from Civic Plaza have been approximately \$500,000 per house, exclusive of land acquisition.

11. Expand Knowledge and Use of Existing Residential Property Improvement Programs

Issues:

The neighborhood suffers from a range of problems relating to the upkeep and appearance of residential properties. These problems are most acute in the multi-family rental properties, where upkeep is often poor, but occurs in situations of home ownership and occupancy as well.

Discussion:

The Plan promotes the preservation and upgrade of existing residences in the 13th Street neighborhood through the use of eligibility loan and grant programs available through the Redevelopment Agency and Housing Department, including existing rehabilitation and paint grants as well as tailored programs that target rental housing. This Plan recommends that a major outreach effort be undertaken to inform property owners of these programs and to encourage them to apply for all rehabilitation assistance for which they might qualify.

Action/ Steps:

- a. Improve outreach and distribution of information and applications for residential paint grants as well as housing rehab loans and grants.
- b. Explore alternative programs and funding sources to provide assistance to residential property owners who do not qualify for existing programs.

Responsibilities:

Housing, SJRA, PR&NS, Neighborhood Associations, CDBG

Timing:

Short-term

Cost:

Subject to City Budget Appropriations and SJRA funding

12. Explore Opportunities to Increase Home Ownership by Neighborhood Residents through Public and Private Resources

Issue:

The 13th Street Neighborhood has a relatively low ratio of home ownership to rental, resulting in diminished maintenance and stability in the community. The community has been experiencing escalating property values as well, which is making it even more difficult for renters to purchase in the neighborhood, and is contributing to a sense of “gentrification”.

Discussion:

The Plan promotes an increase in the proportion of home ownership in the 13th Street neighborhood through the use of eligibility programs such as the City’s low interest loan programs available through the Housing Department.

The Housing Department, working with other public lenders, also has a First Time Buyer Program to help low-to moderate-income renters become homeowners. A variety of borrowing plans are available, including low down payments (3%) and rehabilitation loans for new homeowners.

Action/ Steps:

- a. Continue to explore opportunities and programs for increasing home ownership by 13th Street neighborhood residents
- b. Pursue working with the community to identify and conduct outreach to increase awareness of home ownership assistance programs by distributing informational packets at neighborhood fairs, holding educational workshops, etc.
- c. Pursue working with Neighborhood Associations and other community groups to provide loan and grant writing assistance to potential applicants.
- d. Explore opportunities for building new housing, including affordable housing

Responsibilities:

Housing, CBOs, SJRA, PR&NS, Neighborhood Associations

Timing:

Ongoing

Cost:

City budget, private resources.

Action Plan

Conservation and Development



Top Priority Action Project

A. Residential Protection, Support and Improvements

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Maintain Neighborhood Diversity and Affordability	Mid	Ongoing	Housing RDA	EAND	
a) Aggressively market available Housing Department loan and grant programs, and RDA's Neighborhood Investment District program		Short term Ongoing	Housing RDA	EAND	City Budget
b) Continue to require and ensure that all new major housing projects include a minimum 15% or a ratio approved by City Council for affordable housing		Short term Ongoing	RDA City Council Community	EAND	RDA funding Private developers
c) Improve community participation in development review to ensure that new developments respect the prevailing architectural diversity and character		Short term ongoing	PBCE RDA Community	EAND	City Budget
2. Protect Historic Neighborhood Resources	Mid	Short	PBCE	EAND	
a) Pursue conducting a survey of neighborhood resources, and include qualifying resources in the the City's Historic Inventory		Short	PBCE RDA	EAND	City Budget
b) Continue to encourage community participation in development review to ensure adequate monitoring and protection of historic resources			PBCE RDA	EAND	City Budget

3. Explore opportunities to Increase Home Ownership by Neighborhood Residents through Public and Private Resources	High	Short	Housing	EAND	
a) Continue to explore opportunities for increasing homeownership by 13 th Street Neighborhood residents		Short	Housing Community		City Budget
b) Pursue working with the community to identify and conduct outreach to increase awareness of home ownership assistance programs by distributing informational packets at neighborhood fairs, holding educational workshops, etc.		Short	Housing Community PRNS	EAND	City Budget
c) Pursue working with Neighborhood Associations and other community groups to provide loan and grant writing assistance to potential applicants		Short	Housing PRNS Neighborhood Associations	EAND	City Budget
4. Expand knowledge and use of existing residential property improvement programs	High	Short	Housing	EAND	City Budget
a) Improve outreach and distribution of information and applications for paint grants, as well as housing rehab loans and grants.		Short	Housing RDA PRNS Neighborhood Associations	EAND	City Budget RDA
5. Increase code enforcement activities regarding residential property maintenance	High	Short	PBCE (Code Enforcement)	EAND	City Budget
a) Pursue adding more code enforcement inspectors to improve the response time to code complaints in the 13 th Street SNI area		Fall 2001 Already Initiated	PBCE (Code Enforcement)	PSS	City Budget CDBG

b) Encourage property owners to enhance existing housing by improving and upgrading the condition and appearance of their buildings and properties		Short ongoing		PSS	
c) Encourage property owners to strengthen the management of their properties and increase maintenance activities		Short ongoing	Housing PRNS	PSS	City Budget
d) Organize and host a variety of workshops to inform area residents and property owners about good tenant management techniques and opportunities for improving their properties		Medium	PRNS Housing	PSS	City Budget
e) Utilizing the new Blight Ordinance (June 2001), increase enforcement on duplexes and multi-family housing		Fall 2001 Already initiated	PBCE (Code Enforcement)	PSS	City Budget
f) Encourage tenants to report problems first to property owner, then to Code Enforcement (if the issue is not resolved) for a "Complaint" inspection		Short/Ongoing	Neighborhood Associations Community	PSS	None Required
g) Encourage property owners to take an active part in caring for their properties		Short/ongoing	Neighborhood Associations Community PRNS	PSS	None required
h) Facilitate the expansion of existing Property Owners' Associations, and establishment of new ones where appropriate		Short	Neighborhood Associations PRNS	PSS	None required
i) Publicize and recruit volunteers for the Neighborhood Action Program to monitor blighted properties		Short/Ongoing	Neighborhood Associations Community	PSS	None required

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j)	Increase community awareness of the City's Anti-Graffiti Program, and encourage residential property owners to remove graffiti promptly		Short/ Ongoing	PBCE (Code Enforcement)	PSS	CAP Grants CDBG
k)	Pursue the creation of incentives, loans and façade improvement grant programs for residential building exterior upgrades		Short-Mid	Housing RDA	EAND	RDA City Budget

Conservation and Development

B. New Residential Development Opportunities

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Encourage small residential vacant lot infill with historic buildings or appropriately-scaled projects that maintain the character of the neighborhood	High	Short to Mid	Redevelopment Agency	EAND	
a) Inventory Candidate Sites		Short	PBCE RDA	EAND	City Budget
b) Identify potential structures to be moved				EAND	
c) Determine cost to move				EAND	
d) Work with site owners to enable relocation through purchase or relocation subsidy				EAND	
e) Secure funds to defray or subsidize cost				EAND	
f) Review with community for compatibility				EAND	
g) Prepare site/move home				EAND	

2. Encourage and Monitor Major Residential Development Projects as follows: a.) Oakland Road/ Modern Ice b.) Salvation Army c.) Jackson Taylor	Mid	Mid to Long	Redevelopment Agency	EAND	
a.) Develop additional outreach strategies to ensure community review /participation in the development review process			PBCE Neighborhood Associations NAC Property Owners		
b.) Encourage community to remain involved in monitoring the project during construction to ensure the use of best practices during construction			PBCE Neighborhood Associations NAC Property Owners		
c.) Review and monitor for consistency with relevant plans and improvement projects			PBCE Neighborhood Associations NAC Property Owners		
d.) Review and determine any related actions (e.g. relocation of existing facilities.)			PBCE Neighborhood Associations NAC Property Owners		

3. Implement 13 th Street Mixed Use Neighborhood Business Corridor Redevelopment between Empire Street and U.S. 101	High	Short to Mid	Redevelopment Agency	EAND	
a) Explore establishing a Neighborhood Business District					
b) Explore preparing a Master Plan for the business corridor, and identify catalyst project(s) in process					
c) Pursue funding to assemble / acquire Properties, or work with private developers to do the same to facilitate implementation of Master Plan					
d) Encourage private developers to begin implementation of Master Plan					
e) Explore development of a Relocation and Improvement Plan for auto-serving and other non-conforming Uses					
f) Develop additional outreach strategies to ensure and encourage continued community review /participation in the development review process					
g) Provide support to existing businesses through OED and RDA programs					
h) Identify and assist displaced businesses from Downtown to relocate to 13 th Street if they have potential to contribute to the success of the 13 th Street Neighborhood Business Corridor					

ACTION PLAN MATRIX

4. Ensure the availability of medical facilities, particularly Trauma Center Services, within the greater downtown (see action steps p. 5-12)	High	Mid	Redevelopment Agency	END	
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Conservation and Development

C. Neighborhood Commercial and Industrial Area Improvements

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Expand Commercial Property Improvement Programs	Mid	Short to Mid	PBCE OED RDA Business Association	EAND	
a) Pursue working with the business community /associations to identify and conduct outreach to increase awareness of loan, grant and other assistance programs by distributing informational packets, holding educational workshops, etc.		Short to Mid	OED RDA Business Association PRNS PBCE		City Budget Grants RDA funding
b) Pursue working with the business community / associations to provide loan and grant writing assistance to potential applicants		Short to Mid	OED RDA PRNS		City Budget
c) Develop additional outreach strategies to ensure and encourage continued community review /participation in the development review process		Short to Mid	PBCE RDA NAC Business Association		City Budget
2. Improve Commercial Code Enforcement	Low	Short to Mid	PB and CE	EAND	
a) Explore measures, such as possibility of adding more code enforcement inspectors, to improve the response time to code complaints			PBCE (Code)		
b) Encourage tenants to report problems first to property owner, then to Code Enforcement (if the issue is not resolved) for a "Complaint" inspection			PBCE (Code) PRNS Business Association		

c) Increase community awareness of the City's Anti-Graffiti Program, and encourage property owners to remove graffiti promptly			PBCE (code) Business Association		
3. Improve Commercial Property Condition Maintenance	Low	Short to Mid	PBCE	EAND	
a) Pursue working with the business community /associations to identify and conduct outreach to increase awareness of best practices in property maintenance			OED PBCE (code) PRNS RDA Business Association		
b) Encourage property owners to improve and upgrade the condition and appearance of their buildings and properties			OED PBCE (code) PRNS RDA Business Association		
c) Encourage property owners to strengthen the management of their properties and increase maintenance activities			OED PBCE (code) PRNS RDA Business Association		
d) Organize and host a variety of workshops to inform property owners about good tenant management techniques and opportunities for improving their properties			OED PBCE (code) PRNS RDA Business Association	EAND	City Budget
e) Facilitate the expansion existing business associations, and establishment of new ones where appropriate			Private Development PBCE Planning	EAND	RDA funding Private Development
f) Pursue incentives, loans and façade grant programs for commercial building exterior and site improvements			Private Development PBCE Planning	EAND	
4. Effect Neighborhood Commercial Node Improvements	Low	Mid to Long	Private Development PBCE Planning	EAND	
a) Explore preparing a Master Plan for each Commercial Node, and identify catalyst project(s) in process			Private Development PBCE Planning	EAND	

ACTION PLAN MATRIX

b) Pursue funding to leverage the implementation of Master Plans through private development			RDA PBCE Private Dev. Business Association NAC	EAND	Private Dev. Grants RDA PRNS
c) Develop outreach strategies to ensure and encourage continued community review /participation in the development review process			PBCE RDA NAC	EAND	PBCE RDA Private Dev.
d) Provide Support to Existing Businesses through OED and RDA programs		Mid/ Ongoing	OED RDA Business Association	EAND	City Budget RDA funding
e) Identify and assist displaced businesses from Downtown to relocate to Commercial Nodes they have potential to contribute to the successful implementation of Master Plans			RDA PBCE Business Association	EAND	RDA funding Grants Private Dev.
f.) Increase Business Attraction and Retention efforts and / or programs	Mid	Short to Mid	Business Association PRNS OED PBCE RDA	EAND	
5. Improve Horning Street Industrial Area	Low	Mid to Long	PB and CE Redevelopment Agency Business Association	EAND	City Budget RDA Private Dev.
a) Encourage the City to maintain the San Jose 2020 Light Industrial designation		Mid to Long	PBCE NAC	EAND	City Budget
b) Explore the preparation of an Industrial Revitalization Strategy Plan		Mid to Long	PBCE RDA	EAND	RDA funding City Budget
c) Implement Plan		Mid to Long	PBCE RDA	EAND	Private RDA

Circulation

A. Vehicular Circulation Management

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Implement Proposed Neighborhood Circulation Framework		Short	DOT	TS	
a) Complete Downtown Access Study		Immediate	RDA DOT Task Force		RDA
b) If warranted, implement General Plan and other regulatory changes		Short	PBCE RDA DOT		City Budget
c) Pursue converting one-way streets to two-way residential streets					
d) Pursue redesignating new street classifications					

2. Convert One-Way Streets (3 rd , 4 th , 10 th , 11 th Julian, St. James) to two-way residential streets	High	Short	DOT	TS	
a) NAC participate in downtown San Jose Traffic Access and Circulation Study					
b) NAC continue to advocate conversion of one-way couplets to residential streets					
c) Complete Downtown San Jose Traffic Access and Circulation Study					
d) Identify potential funding sources					
e) Identify scope of project with community					
f) Secure funding to implement conversion and desired amenities					
g) Prepare engineering drawings					
h) Prepare schedule and cost estimate					
i) Implement conversions with desired amenities					
3. Implement Traffic Calming Improvements and Increase Traffic Enforcement	High	Short	DOT	TS	
a) Initiate Traffic Calming Study of Priority Locations Identified by NAC (See Appendix)					
b) Determine Cost and Scheduling of Initial Traffic Calming Measures					
c) Implement Initial Traffic Calming					
d) Complete Downtown Access Study and Determine Future Traffic Impacts					

ACTION PLAN MATRIX

e) Identify Additional Traffic Calming Measures for Implementation					
f) Monitor Traffic Throughout Neighborhood Post-Conversion					
g) Identify Further Traffic Calming Measures					
4. Implement Truck Route Modifications	Low	Short to Mid	DOT	TS	
a) Conduct study of Truck Traffic Routes and Impacts			DOT		
b) Implement Route Changes aimed at ridding truck traffic from residential streets			DOT NA		

Circulation

B. Transit-Related Improvements

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Continue to monitor BART and LRT Plans for Santa Clara Street and/or San Fernando Street •	Mid	Short to Long	VTA VTA VTA	TS	
2. Upgrade and maintain area-wide Bus Route Facilities	Low	Short to Mid	VTA	TS	
a) Conduct a survey of existing Bus Facilities, and identify upgrade opportunities					
b) Identify Funding and Schedule of improvements					
c) Implement Improvements					

Circulation

C. Bicycle Circulation Extensions

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Implement bicycle route/ trail improvements along the Coyote Creek and in an East-West corridor to link Coyote Creek and the Guadalupe River Park.	High	Short	DOT	TS	
a) Evaluate proposed Bicycle Route Improvements, and select targeted improvements					
b) Identify Cost and Funding					
c) Implement Bicycle Route Improvements					

Circulation

D. Parking Management

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. 13 th Street Commercial Corridor Parking Management	Mid	Mid	DOT NAC NA Business Association PBCE	TS	
a) Identify Short Term Parking Management Changes Needed			PRNS Business Association DOT		
b) Participate in Detailed Design of Streetscape and Right-of-Way Improvements			See other item		
c) Implement Comprehensive Parking Management Following Completion of 13 th Street Streetscape Improvements			NAC BA DOT		
2. Area-wide Parking Management	Mid	Short	Department of Transportation CODE		
a) Work with NAC and Neighborhood Associations to Identify Parking Problem Areas			DOT PRNS CODE		
b) Identify Specific Actions, Costs and Funding			DOT CODE		
c) Implement Parking Management			DOT		
d) Enforce Parking Management			PD CODE		

Public Environment

A. Redesigning the Street Environment

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Design and implement 13 th Street Streetscape Improvements between Jackson Street and U.S. 101 (including Old Oakland Road)	High	Short to Mid	Redevelopment Agency Public Works DOT PBCE	DOT	
a) Identify Funding for Design and Implementation					
b) Prepare design and construction documents for Streetscape Improvements with community input					
c) Develop Outreach and Information Program for Property Owners and Tenants					
d) Prepare Bid documents and bid the project					
e) Award contract to the successful bidder					
f) Implement Improvements					
Oakland Road Gateway Improvements:	High	Short	DOT Public Works	TS	
a) Prepare Overall Design Concept for Enhanced Gateway Treatment with community input					
b) Prepare Plans for Landscaping to be Incorporated into Current Plans for Right-of-Way Improvements					
c) Identify Costs and Funding					

ACTION PLAN MATRIX

d) Prepare Design and Construction Documents with community input					
e) Prepare Bid documents and bid the project					
f) Award contract to the successful bidder					
g) Implement Enhanced Right-of-Way Improvements					
h) Monitor Development Plans for Modern Ice Site – Ensure Provision of Supplemental Setbacks and Landscaping to Contribute to Coordinated Gateway Treatment					
2. Monitor Santa Clara Streetscape Improvements Design	Low	Short to Mid			
a) Promote ongoing Community Review of Projects					
3. Implement Pedestrian Corridor Enhancements	High	Short	DOT Redevelopment Planning		
a) Identify Costs/Funding					
b) Implement Improvement Plans					
c) Establish Phasing and Priorities with Neighborhood Associations and community groups					
d) Prepare Design and Construction documents with community input					
e) Prepare bid documents and bid the project					
f) Award contract to the successful bidder					
g) Implement Improvements					

Public Environment

B. Street Maintenance and Enhancement

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Repair and Improve Neighborhood Sidewalks a) Review NAC Improvement Priorities b) Prepare Implementation Plan for Improvements c) Identify Funding d) Implement Improvements	Mid	Short	Public Works		
2. Upgrade Neighborhood Street Maintenance a) Review Existing Programs and Procedures b) Implement Enhanced Street Maintenance	Mid	Short	Public Works		

Public Environment

C. Upgrading Parks, Open Space and Recreation

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Renovate Backesto Park	High	Short	PRNS		
a) Prepare Master Plan for Long Term Improvements to the Park					
b) Identify Funding and Phasing					
c) Prepare Design and Construction Documents for Priority Projects with community input					
d) Prepare Bid documents and bid the project					
e) Award contract to the successful bidder					
f) Monitor Maintenance and Use of Facilities					
2. Watson Park Improvements	Low	Short	PRNS		
a) Pursue Funding for Skate Park Project					
b) Identify Additional Park Improvements					
c) Identify funding / Phasing					
d) Implement Additional Improvements					
3. New Community Parks	Low	Mid to Long	PRNS		
a) Survey Neighborhoods for Pocket/Small Park Opportunities					
b) Identify Park Opportunities in Major Residential and Commercial Development Projects					
c) Identify Funding and Phasing					

ACTION PLAN MATRIX

d) Implement Public Parks					
e) Monitor Planning and Implementation of Major Development Projects					

Public Environment

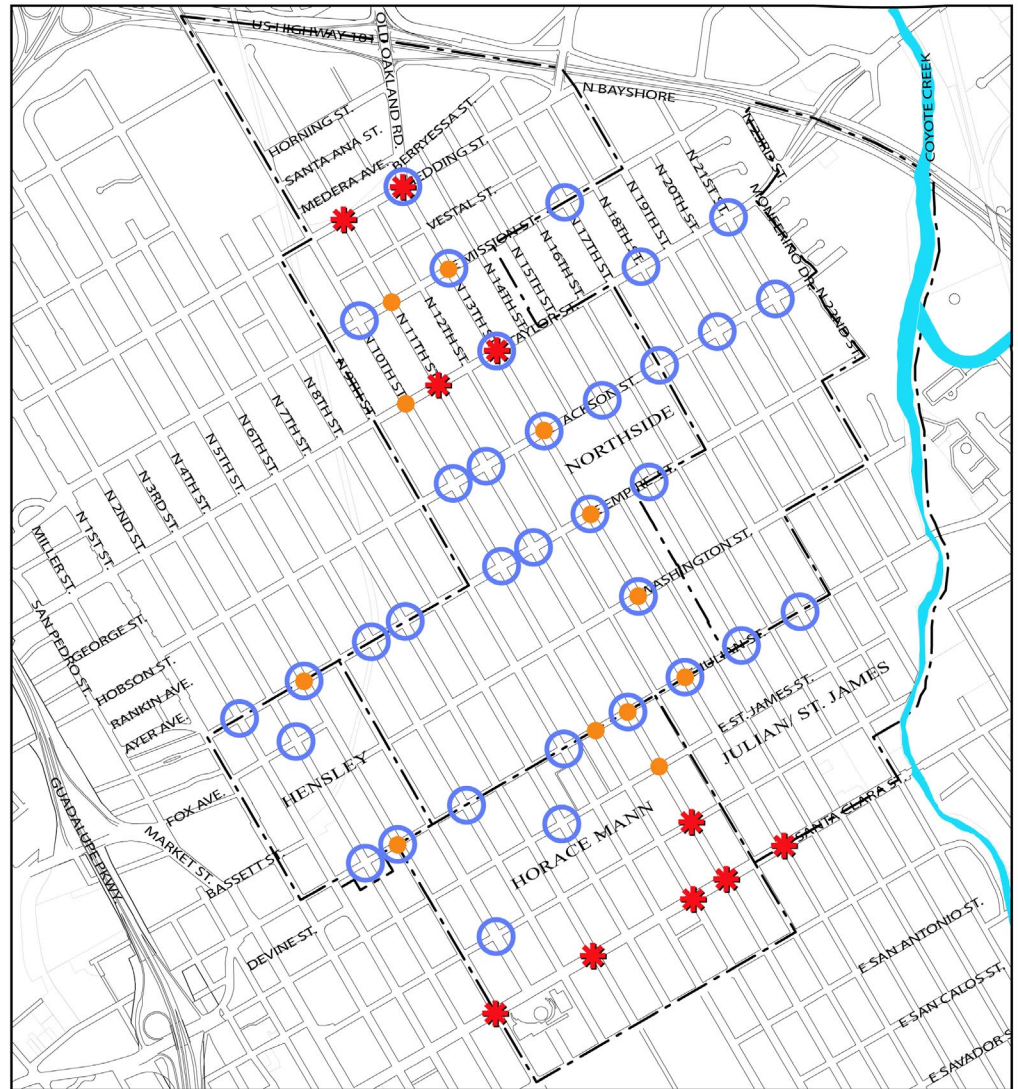
D. Improve Library, Schools and other Community Facilities and Services

Strategy/Action	Priority	Timing Immediate 0-18 months Short = 0-3 yrs Mid = 4-6 yrs Long = 7+ yrs	Responsibilities	City Service Areas	Funding Sources
1. Monitor and Ensure Community Involvement in Joyce Ellington Branch Library Expansion	Mid	Mid	LIB PRNS NAC NA		
a) Provide continuing NAC and neighborhood association updates regarding planning for expansion			PRNS LIB		
b) Coordinate library planning with expansion and renovation plans for Grant Academy			LIB PRNS SJUSD		
2. Increase Utilization of City Anti-Graffiti Program	Mid		CODE PRNS		
a) Encourage property owners, neighborhood associations, and community groups to regularly inspect and report graffiti			PRNS NAC		
b) Provide information and access to graffiti-resistant paint			PRNS		
3. Increase Enforcement of Illegal Dumping, Abandoned Vehicles, Shopping Carts	Mid		CODE		
a) Encourage neighborhood monitoring and reporting			CODE NAC PRNS		
b) Continue to work with store owners to implement provisions of the Shopping Cart Ordinance			CODE NAC NA Business Association		

ACTION PLAN MATRIX

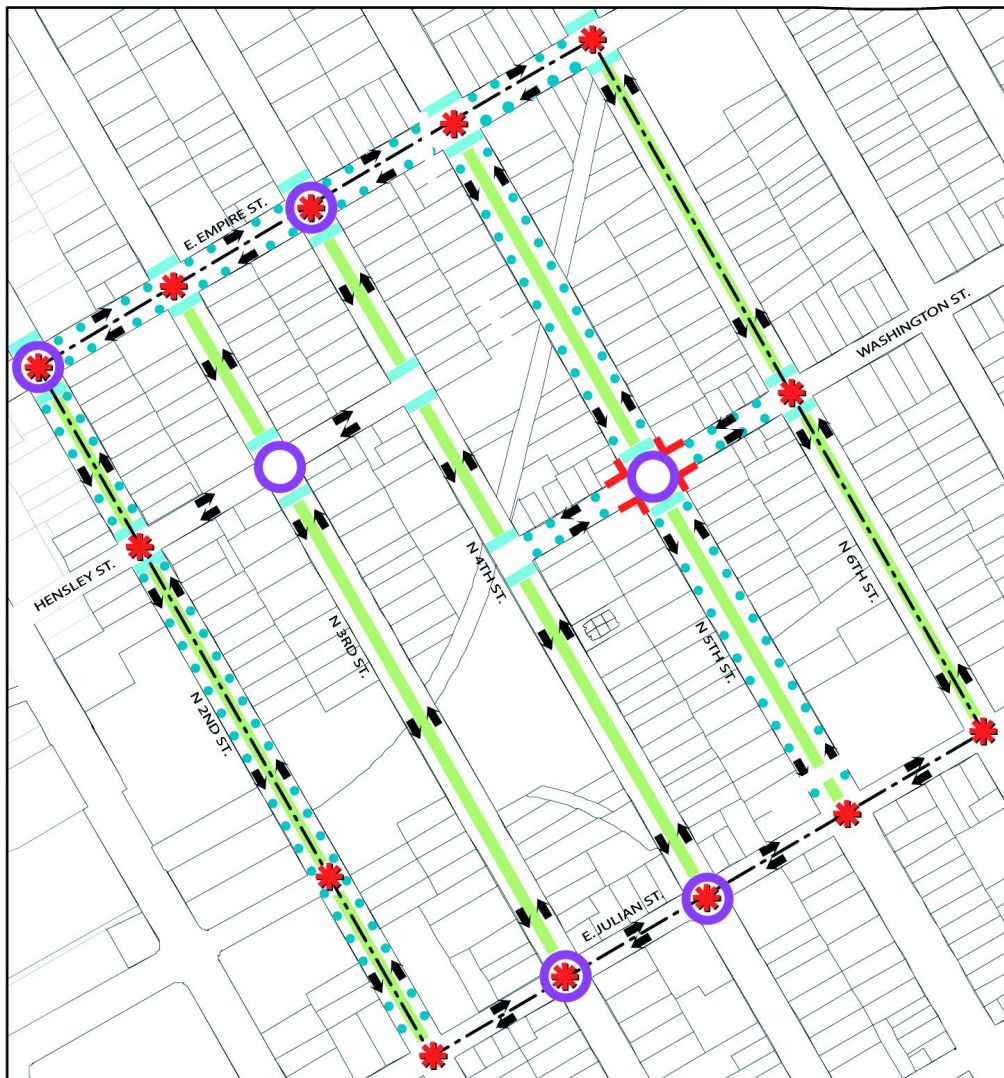
4. Increase Police Surveillance within the Neighborhood	Mid		PD		
a) Work with neighborhood associations and community groups to focus police surveillance on key community concerns and illegal behaviors			NA PD		
5. Monitor and provide input on Regional and Citywide Policies on Parolees, Sex Offender and Service Agency Locations	Mid		NAC NA Council Office Court System DA PD		
a) Encourage continued community involvement in addressing disproportionate parolee placement and location of service agencies					
b) Provide ongoing information availability on Megan's Law information sources and availability			PD FIRE NAC NA		

Appendix



Traffic Calming Target Areas

- Problem Intersection (reported to have speeding problems)
- ✱ Very High Accident Occurrences (30+ 9/97 - 9/00)
- High Accident Occurrences (15-30 9/97 - 9/00)



Hensley Historic District

Traffic Calming: Preferred Traffic, Bicycle and Pedestrian Circulation Concepts

- Landscaped Median Islands
- Pedestrian Corridor Marked Crossing - traffic-slowing device)
- Bike Lanes
- Traffic Circle/ Gateway Element
- ★ Historic District Gateway Element
- ⊥ Expanded Red Curbs for Safety
- Traffic Lane Direction

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